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THE Publishers' Weekly

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No. 3

Already the Word is Out that Here is a Fall

BEST SELLER!

Because of

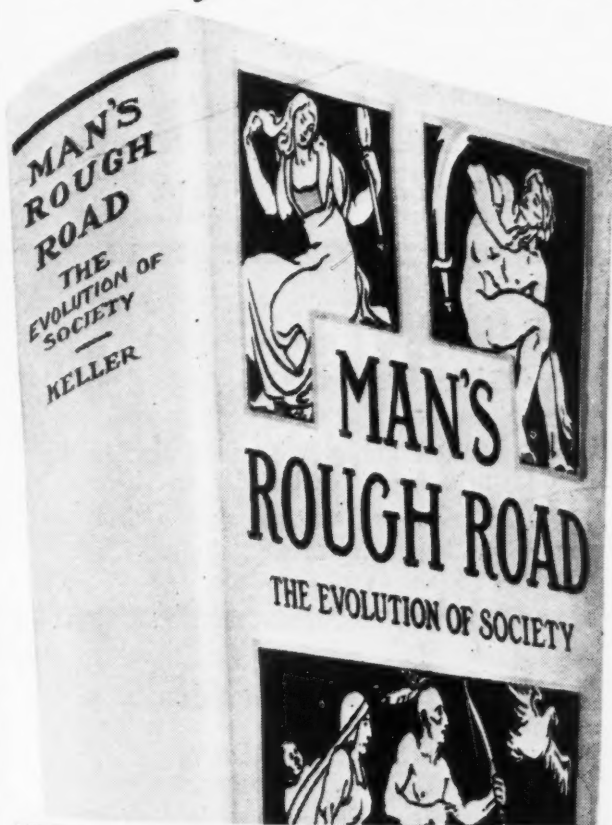
- Its amazing timeliness—
- Its graphic power and readability—
- Its unquestioned authority—
- The enthusiastic endorsements of people who count—
- The big promotion campaign to continue through the fall—
- Its popular price. An octavo book 450 pages—really a \$5.00 book for \$3.00

MAN'S ROUGH ROAD

By A. G. KELLER

PUBLICATION DATE SEPT. 19

Published jointly by
FREDERICK A. STOKES CO.
and
YALE UNIVERSITY PRESS



For 35,000 Years They've Been Piling up the Evidence

"Plenty of us have been losing patience with the way things are run in the world. We distrust them. . . . Have men ever faced such a situation before? . . . The experience of the past is the only trustworthy guide to the present. . . ."

UNUSUAL Appleton Fiction For Fall --- 1932

THE FAMILY CIRCLE

By *André Maurois*

"The book is French to the core; and yet universal, for the theme, warping of a girl's whole personality by the falsity of her mother to her father, is one that knows no frontier lines."—Dorothy Canfield. Aug. \$2.50.

CARBON COPIES

By *Octavus Roy Cohen*

A side-splitting collection of negro stories in which Florian Slappey, Epic Peters, Sis Callie Flukers, and other most diverting characters are seen playing polo, adventuring in occultism, producing "Faust," etc. Aug. \$2.00.

HURDY-GURDY

By *Margaret Bell Houston*

A romantic story of restless youth. The heroine, in her quest for freedom, puts off the man who wants to marry her, goes to New York for its artistic life, but surrenders at last to the marital bonds. Aug. \$2.00.

13 THIRTEENTH STREET

By *Natalie Sumner Lincoln*

About the murder of a Hungarian dancer in a sinister, empty house in Washington, D. C. "Excellent reading."—N. Y. Eve. Post. June 24. \$2.00.

HEAD TIDE

By *Joseph C. Lincoln*

A characteristic Lincoln Cape Cod novel set in the glamorous 1870's. Tells of a youthful newspaper owner who becomes involved in turbulent small town politics. Rated "AAA" by the American News. July. \$2.50.

SPEARS AGAINST US

By *Cecil Roberts*

We expect big things of this great English seller and the choice of the English Book Society. It is a specious story of world-shaking events which follows the destinies of two friendly families, one English, one Austrian, through war and through peace. July 15. \$2.50.

THE ROAD OF DESPERATION

By *Mary Hastings Bradley*

An eccentric will sends four people off to Africa on a wild scramble for money. A thrilling, modern adventure story. Aug. \$2.00.

OLD MANOA

By *Glenn Allan*

The humorous tale of a shrewd, cantankerous, toddy-drinking horse breeder and his old friend, the Jedge. The background is a lively and picturesque Kentucky county. July. \$2.00.

WOMEN ARE QUEER

By *Grace Sartwell Mason*

A collection of the author's best short stories of recent years. "The book is thronged with people, all distinctive, unforgettable, and immensely human."—N. Y. Times. June 24. \$2.00.

D. APPLETON AND COMPANY—35 West 32nd Street, N. Y. C.

The Ryerson Press, Queen and John Sts., Toronto, Ont., handles the Appleton general trade line in Canada

THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. Vol. CXXII, No. 3. Subscription, \$5; Canada, \$7.50; Foreign, \$6; 15c. a copy. Entered as second-class matter at the Post-Office of New York. Copyright 1932 by R. R. Bowker Co. London, D. H. Bond, 407 Bank Chambers, Chancery Lane.

I announce for September a novel which I predict will be one of the most popular of the Fall.

NYMPH

ERRANT

by James Laver

I HAVE never published a first novel with such a feeling of absolute assurance in its success. Ever since I read his inimitable A Stitch in Time I hoped Mr. Laver would one day attempt a novel and when I heard in London in March that he had done so I rushed to his agent to secure the manuscript. I read it with delight; here was a novel to bring joy to a publisher; reading it was no professional task, but an unadulterated pleasure.

And now I ask you to share my joy in meeting Evangeline Edwards as she experiments with life. After all, Miss Pratt, Science mistress at the finishing school at Lausanne, had said, "Girls, before you go out into the great world, never be afraid to experiment! Life is a scientific problem to be solved by the scientific method of trial and error. Never be afraid to experiment and form your own conclusions without prejudice and without fear of the consequences."

Evangeline went places; saw people; did things. First with André to Deauville; then to Montparnasse with Alexei; with Heinz to Himmelheim and the Nudists; then to his Austrian castle and later to Venice

with Joseph Ferdinand Leopold von Hohenhochburg-Mantalini, Furst von und zu Hohenhochburg, Principe della Bocca Grande del Po, but to her and his friends just plain Count Ferdinand; an interlude aboard his yacht with Constantine Koumoundouropoulos, a Greek financier; the sack of Smyrna followed by dull weeks in the harem of a Turkish delegate to the League of Nations. Then, rescued by a chivalrous and pure-minded American, interested chiefly in drains and time tables, Evangeline is left on the doorstep, so to speak, of the League of Nations at Geneva.

Miss Pratt again, Paris, another glimpse of André and then the return after a year, the like of which no novelist has dared depict since Voltaire in Candide, to Aunt Ermytrude's quiet fireside at Oxford.

A witty book, cheering, shrewd, gay and nonchalant, NYMPH ERRANT can enable anyone, for a few hours at least, to forget that there even was a depression.

Alfred A. Knopf

(See The Publishers' Weekly next week for additional information concerning NYMPH ERRANT)



ALFRED · A · KNOPF · 730 FIFTH AVE · N · Y ·

¶ We have cut down our fall list to an absolute minimum, restricting ourselves to a few titles which are either (a) unusually timely; (b) of specialized appeal and essential to the people to whom they are addressed; or (c) Long-Term books which will keep on going no matter what kind of a start they get in an unpredictable season. **THE COMING OF A NEW PARTY** is the first of these titles. Of the others more later.

¶ Speaking of long-term books, here are a few current reprints: Darling—**DING GOES TO RUSSIA**, \$2.50 (4th printing); Pitkin—**THE ART OF LEARNING**, \$2.50 (5th printing); Arlitt—**THE CHILD FROM ONE TO TWELVE**, \$2.00 (2nd edition, 2nd printing); Woodward and Rose—**A PRIMER OF MONEY**, \$2.00 (3rd printing).

¶ **A PRIMER OF MONEY** has had two good months, but it hasn't yet found its real audience. English and American reviews are unanimously favorable (not a roast in a carload); letters come to us by the score—but reorders are in ones and twos. This is one of the few books that really can be sold, but "out-of-stock" never rang a cash register. How's your stock?

¶ **Price Readjustments:** We thought these two books were too high in price. Both good, both unusual in content, both selling moderately well, considering. Therefore, on August 1st we'll reduce Woolf: **DRAWN FROM LIFE** (now \$5.00) to \$4.00. (And a new picture jacket.) Tabouis: **NEBUCHAD-NEZZAR** (now \$5.00) to \$3.00. They ought to be in stock.

Only one book

will be published in July by Whittlesey House. It is

THE COMING OF A NEW PARTY

by Paul H. Douglas with a foreword by John Dewey.

If you have been following the political developments of the last few months, you know that there is a widespread undercurrent of interest in the possibility of a Third Party. In every community are to be found men and women who believe that the old parties have failed to serve the people of the United States, who do not accept Socialism, and who look to a new party to provide a vehicle for liberal political action.

Now a book has come which voices the beliefs and the profound discontent of these scattered thousands. Paul H. Douglas—Professor of Economics at the University of Chicago, author of **REAL WAGES IN THE UNITED STATES** and other authoritative contributions to economic literature—offers a challenge to political complacency and inertia in a book which analyzes mercilessly the records of the older parties and their leaders and offers a far-reaching program for all liberals.

John Dewey, in his foreword, says of it: "If I knew any way to make this book compulsory reading for all citizens, especially for all young men and women whose political minds are not closed to facts and ideas, I would gladly do so. . . . Those who read the book will be more intelligent, more alert and energetic citizens of whatever parties they choose to join."

This is not merely a presidential year, it is a year of acute political unrest. People are talking and thinking about politics to a greater degree than they have in a generation. In this year and to these people you can sell this book in substantial quantities. Have you ordered it in advance?

Published July 25.

240 pages.

\$2.00

WHITTLESEY HOUSE

A Division of McGraw-Hill Book Co.

330 W. 42nd St., N. Y.

Romance!
Action!
Speed!



Out
August 24

A story of
the smart set

By WALLACE IRWIN

NORTH SHORE

COMING EARLY IN SEPTEMBER

Beveridge and the Progressive Era

By CLAUDE G. BOWERS

The lustiest, gustiest period in American politics since the fighting days of Andrew Jackson brought to glowing life by the author of "The Tragic Era" and "Jefferson and Hamilton." Illustrated, \$5.00

HOUGHTON MIFFLIN COMPANY



A. S. M. HUTCHINSON

the jolly mood of "One of the"

—which Heywood Brown called "One of the merriest books ever written"

Dickens would have coveted many of the characters in **BIG BUSINESS**. Wodehouse will regret that he did not first think of much of the action. The finished product, however, is wholly and entirely Hutchinson's — Hutchinson at his hilarious best. Only a chronic dyspeptic can fail to enjoy this story of the tribulations of Saxon Springle, of the romantic adventures of Sebastian Pringle, and the £40,000 inheritance of the seven fat pug dogs.

"If Winter Comes" had a sale of 380,501 copies, none of the

LITTLE, BROWN COMPANY

**ABOUT SEVEN
PUG DOGS**



BUSINESS

CHON turns again to board the Lugger—"

COMING
AUGUST 12

\$2.50

38 Illustrations by
Guyas Williams

cluding reprints. The sale of Mr. Hutchinson's
best novel, 32,148, in 1929, showed the dangers
a five-year absence from the market. He is again
roducing regularly and we feel that BIG BUSINESS
excellently suited to start him on a new climb to
previous heights.

BIG BUSINESS will be advertised extensively in
newspapers and magazines from publication to the
end of the year.

OWMPANY, Boston

WHO INHERITED
\$200,000

BIG

BUSINESS



SIGRID UNDSET'S

NEW NOVEL

THE BURNING BUSH

will be published on August 15th

This follows her great modern novel, *The Wild Orchid*, which brought us to August, 1914. *THE BURNING BUSH* carries on the story of Paul Selmer, of his young wife, and of his first love, Lucy. The religious motive is given less prominence in this novel than in *The Wild Orchid*, and interest centers throughout on the conflict between Paul and his shallow and frivolous wife.

The sales possibilities of *THE BURNING BUSH* are very great. More than 20,000 copies of *The Wild Orchid* have been sold, and *THE BURNING BUSH* should do at least as well. It may do more because we are considering 1932 as Sigrid Undset's year. This is her fiftieth anniversary and we have planned for the year, and especially for *THE BURNING BUSH*, a very heavy promotion campaign, entailing the insertion of thousands of photographic advertisements in all books shipped by us during the next four weeks, the distribution of thousands of pamphlets on Madame Undset and her works to bookstores all over the country, the manufacture of large three-panel window displays in four colors, paper posters, and a very liberal advertising campaign.

Cloth, 5¼ x 7¾ inches, 470 pages, \$2.50

THE WILD ORCHID and THE BURNING BUSH attractively boxed, \$5.00

ALFRED · A · KNOPF · 730 FIFTH AVE · N · Y ·



“In a class all by himself”

says the New Yorker
of **GEORGES SIMONEN**

and of his stories that they are
“distinguished by a talent for suspense”



The Death of Monsieur Gallet and The Crime of Inspector Maigret

THE FIRST TWO TITLES

in Simenon's now famous Inspector Maigret series (of which we shall publish at least two a year) will be ready August 23rd. A complete and welcome departure from the stereotyped formula of the American and British detective story, they will find a large appreciative public, and they are being published at a revolutionary price.

\$1.50
EACH

COVICI • FRIEDE • INC.
386 Fourth Avenue • New York

More exciting than an adventure story
More shocking than a thriller
More thrilling than a detective mystery

SHOOT

and
Be

The prison camp odyssey of the first American soldier captured by the Germans. Packed with hair-raising revelations of unspeakable horror, superhuman courage, and unthinkable experiences, Sergeant Halyburton's story is told for the first time in his own regular army lingo. And, since Halyburton is probably the only man to have received the distinguished service medal for his courage as a prisoner, you can imagine that he went through plenty.

★ \$2500 initial advertising appropriation

**and every word of it
is
TRUE!**

DAMNED!

**by Sergeant Ed. Halyburton
as told to RALPH GOLL**

*Don't be surprised to see this
hailed as one of the most strik-
ing books out of the war. Don't
be surprised to see a war book
on the best seller lists again.
Don't be surprised at anything
about this book for nothing
like it has ever appeared before.*

September
\$2.50
452 Pages

COVICI • FRIEDE • INC • Publishers
386 Fourth Avenue, New York City

Will give immediate stimulus
to the collecting of
"American Firsts"

AMERICAN FIRST EDITIONS

by

MERLE JOHNSON

A series of Bibliographical Check Lists. Complete data of over 100 authors. An invaluable reference and guide for every collector and dealer.

The publication three years ago of Johnson's check lists gave impetus to the collecting of American "firsts" and a revised and enlarged edition has been demanded by booksellers, libra-

rians and collectors. Much new information has been unearthed by the discussions of the past three years, new "points," corrected dates and important data as to out-of-the-way titles. One-third more authors are added, authors now being actively sought. Mr. Johnson has had cooperation from scores of collectors and bibliographers in making ready for the revision.

Coming in September

Edition Limited

Price \$10.00

R. R. BOWKER CO., 62 W. 45th Street, NEW YORK

Ring up the curtain!

Here is the second story of Sir John Saumarez, by the distinguished authors of *Broome Stages* and *Boomerang*. The result of their first collaboration, *Enter Sir John*, sold 10,000 copies when it was published four years ago.

RE-ENTER SIR JOHN

by

**CLEMENCE DANE
and HELEN SIMPSON**

For the mystery fans—but more than a mystery, a great novel. The person of Sir John Saumarez is too likeable and too versatile to be limited to mere detective fiction. In this story, the famous British actor-manager and spare-time sleuth unearths a crime that strikes indirectly at himself. Readers will be captivated by the casual, yet penetrating fashion in which Sir John follows up the clues in this delightfully told novel about murder and mystery in Mayfair.

August 4th \$2

FARRAR & RINEHART
9 East 41st Street, New York



A variety of people will like

SUNSET

BY FRANK MORISON

Your Market

- (1) Sell it as a mystery story. It has a unique plot. It reads as though it were an account of actual happenings — not fiction.
- (2) Sell it to ministers and buyers of religious books. Do not overlook anyone who bought **WHO MOVED THE STONE?**
- (3) Sell it to any one who philosophically inclined or interested in scientific speculation about the universe.

Because of publication on August 9th, in the middle of the summer doldrums when literary sections are running light, we believe this novel will receive prompt and favorable reviews. Advertising will follow right on their heels — to catch the summer trade and get **SUNSET** off to an early fall start.

A combination of mystery story, melodrama, scientific speculation, and religious quest by the author of
WHO MOVED THE STONE?

"I admit that **SUNSET** is, in some respects, a very peculiar book," the author writes us. And so it is—for besides possessing the qualities above, it is so well done it should appeal to almost anyone looking for a diverting novel.

A scientist establishes communication with a star. Enemies steal his notes and launch a story that the world is running into a cloud of cosmic rays which will destroy all life. The effect of this clever propaganda, especially its influence on the stock exchanges of England and America, is tremendously exciting. And so is the search for the missing scientist's body and the presentation of the philosophy which he was attempting to establish through his researches. English reviewers are enthusiastic.

Illustrated. Price \$2.00

Published August 9th

THE CENTURY CO.

NEW YORK CITY

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 16, 1932

What About Night Sales?

Ken McCormick

Manager, Doubleday, Doran Book Shops, Philadelphia, Pa.

For Many Shops Evening Hours May Bring Added Sales

HAVE YOU, AS A BOOKSHOP MANAGER, always assumed that night sales would be of no consequence in your shop? Or, always having had a night man, have you taken it for granted that his services were necessary? Terminals obviously need night men. But many managers feel that night hours in a bookshop are only a necessary evil. It is the purpose of this article to show that there are many positive reasons for night hours in a bookshop. For bookshops located in parts of town that are deserted at the end of the regular business day, night hours would be ridiculous. But for the most part, bookshops can study seriously and with profit the matter of employing a night man.

Location is, in fact, the main point of argument. Suburban shops near theaters, or near places that are busy throughout the evening, can usually support a night man. But if people are passing only for an hour at the beginning and end of the evening such tides of traffic should be studied and understood. A steady passing of people throughout the evening, however, does not guarantee business. The crowd, too, needs careful study. If they are not book minded, the shop might as well be dark.

If the shop is strictly suburban and not near any place of entertainment, there is often greater reason for maintaining evening business hours. A library open till late in the evening attracts many. Special evening entertainments, not too pretentious, attract many people. Authors'

Nights prove only partially successful in most shops, and outright failures in others. Most people come to see the author, not to buy his book. A closer tie-up between books and the customers' interest needs to be made. Clubs can be formed for any reason at all. Walt Disney put Mickey Mouse across by organizing all the children in America into enthusiastic members of the Mickey Mouse Club. The chatter at home finally had its effect on the adults. Local interest can be created in almost any shop by various, informal clubs, groups which come collectively or individually, meeting only occasionally. Children respond readily to such schemes and usually carry home enough enthusiasm to interest their parents eventually.

Night sales depend very little on the time of year: In the summer the shop is attractive at night because it is cool; in the winter because it is warm and suggests pleasure to be had at home through reading. An open bookshop in the evening waylays many a person, who for want of anything better to do, is bound for a movie.

The shop which has a night man often does not realize all the results of his activities. The shop which does not have a night man is in a large percentage of cases simply passing up business. The night man reaches an entirely different clientele from that served by the day force. The peculiarities of his sales are strange and interesting. There is much stock that he can sell that couldn't possibly go in the

daytime. The manager has to guard against forcing stock on his night man that he will not be able to sell to his evening clientele. It might often be two separate shops so far as the difference in type of customers, day and night, is concerned.

Very few new novels are sold at night except for gifts or to people who know exactly what they want. Dictionaries, English and foreign, sell constantly to night customers. Sex books, good and (particularly) bad, go readily. Many sales grow out of clerk-customer debates. "Lincoln Steffens," "A Preface to Morals," "Treatise on the Gods," "Tragic America," "The Lame, Halt and Blind," and so forth have sold well because clerks have talked about their own interest in the books. As one clerk remarked: "He who pauses to talk is lost, especially if he is the occasional drop-in-the-bookshop-to-see-what's-new customer." Perhaps some romantic spirit of evening is responsible for poetry sales. Gibran's "The Prophet," Masefield, Dorothy Parker, and R. W. Service, Stephen Crane, "Book of Living Verse," and "John Brown's Body" are continual night sellers. Spicy stories, by Tiffany Thayer, Donald Henderson Clarke and C. & G. Graham sell. A good percentage of the continuing "Well of Loneliness" sale comes from night sales.

Old tales of travel and adventure are sure sellers; like "Adventures in Arabia," "Lion," "Twelve Against the Gods," "Incredible Yanqui," "Ocean Racers." There are queer calls from queer people for dream books, astrology, numerology and others in that vein. Special orders ranging from Gould and Pyle's "Monstrosities" to the technique of rabbit raising, bee-keeping, and chicken farming can be counted upon.

If a college is near, during the school year, books of woodcuts, the "Modern Library" and "Everyman Library" books sell well at night. Calls for books on more or less technical subjects, which are often converted into special orders, include such variety as bridge bidding, chess, postage stamp catalogs, tropical fish, dog books, bridge building, and the art of anesthesia.

A manager can speed up his night sales by deciding: Is the night man free most evenings for a certain amount of time? how much? what routine bookkeeping and filing could he do in that time? A night man in an ordinary shop can take care of library

delinquents; file the day cards alphabetically; start and work at from night to night the routine end of any pet theories the manager hatches; write for fresh jackets for books; keep a statistical record of sales from day to day. These are little things that can be done along with the evening's business.

An increase in library business will be noted immediately. A slow disappearance of a lot of good but strange items from the shelves will begin to take place. Special orders will be taken for books the day force never has calls for. It's a strange type of mind that responds to bookshops at night. People come in and order things that in the broad daylight they'd never think of getting. Yet they are books they want . . . want at that time of night when they can read them immediately, in the mood. This is not theorizing. Shops who have had night men for years will testify to the strange things that are sold at night . . . particularly the hour before midnight. It is as though the publishers had a list of books they'd published and forgotten to admonish the bookseller: "To be sold at midnight only. Expose at no other time under penalty of acquiring a plug."

The question of how late to stay open again depends upon the situation of the shop. The possibilities of an hour so late as from eleven to twelve are many. That's a vacant hour in an evening alone. Many odd and expensive items sell at that time of night.

A night man is a handy third in any small shop*combination. He can fill in daytimes occasionally. A manager should himself work at night once in a few weeks, to get the contrast of business. He will find how different it is.

The night man's opinion on stock and buying is a valuable one. He has the objective point of view of someone of, and yet not of, the shop. He has the advantage of being in your shop and seeing your difficulties, and yet his point of view is not that of day salesmen. He can help cut your "long" orders, and build up those that go too quickly "short." His advice is valuable, and far too often goes unheeded, if it is known. The night clerk himself must know the windows, observe changes made during the day, find new stock, and, if a number of titles have come in during the day, spend a few minutes with the manager getting the

fine points of selling the new books. Too often the manager and day clerks know selling gossip that the night man never hears, or has to get by chance from a customer who has heard it in another shop. Because he is alone in the shop he must be a responsible and resourceful chap. He should be a friendly person, who won't collect too many people who just drop in to chat.

But because terminals and shops peopled by crowds moving in and out are objects of every sort of racket at night, a shrewd night man is required. Very little outright robbery is practiced in bookshops, but more anonymous checks are cashed, and more fluke money changed than at any other time of the day. A night man must be very careful of book thieves who often are clever enough to visit a shop time after time, thieving with each visit and so gaining confidence by their pleasant chatter that an unobservant night man, on finding his loss reported to him by the manager later, can not think who might have done the stealing.

For the shop that has observed no evening shopping hours it is advisable to spend a little in advertising that the shop will be open. Make the announcement on library bookmarks, a card in the window, and a mention of the fact to all customers. Even if it is an experiment, start off as though business had become so good that it had become necessary to increase the hours to take care of the new clientele. No matter how bad times are, there are always one or two concerns making money. People might

as well believe they include bookshops. Start well, or not at all.

If possible, do not relegate the cleaning of the shop to that time of the evening. Nothing is more depressing. It is bad enough to have the shop dusted and swept during any business hour, but customers have a delicacy of mood after dinner, and on through the evening that permits no flying dust nor voluble cleaning maid.

The lighting of the shop at night is an important consideration. A more intimate and less generalized lighting than that used in the daytime is advisable. Every nook and cranny need not be flooded. A few floor lamps, a seat or two

. . . not too many! . . . and sufficient illumination to find books on the shelves, will make your shop attractive to the many outside-looking-in.

Day sales that come from night sales-talk can no more exactly be computed than can the exact response to direct advertising. Many a night man will complain of the hours he spends talking up books that the customer does not take. Yet how many odd items has the day force sold with no effort, often having the customer go directly to the shelf and take them down? It is not safe to make a generalization on anything, but there certainly is a ratio between business done and number of hours the shop is open, beyond the average business day. An hour later each night may be responsible for very little, but evenings open till ten or twelve, depending on the district, are often directly responsible for increased day sales.

In this article Mr. McCormick presents the advantages obtained from keeping a bookshop open during evening hours. It is obvious that not every store, particularly the large retail store, can make these hours profitable, yet there is undoubtedly a market for books after the closing hours of retail stores which drug stores and many second hand stores have recognized.

The Publishers' Weekly would like to know whether any bookseller, not in a railway terminal, has worked out a successful plan for taking advantage of evening business. If so, a report on the methods used would be appreciated

American Books in Bermuda

Dale Warren

Copyright and English Competition Must Be Reckoned With in Selling American Books in This Tourist Resort

AMERICAN BOOKS have a hard time of it in Bermuda. It is, however, not the difficulty of distribution, not the apathy of the customer, not the prior claim of sport and diversion, not even the well-known depression, which stands in the way of increased sales. Two unrelated factors, not readily evident to the casual observer, combine to discourage the best-intentioned efforts of the Bermudian bookseller. Copyright and English competition must be reckoned with before the output of American publishing houses can be exchanged for the coin of the winter tourist or local resident.

The better-class English novel sells at 7/6, as against \$2.50. Thus, with the present rate of exchange at five shillings to the dollar, the American tourist can get his new fiction for \$1.50. If an American \$2.00 novel is sold, the price in shillings which it commands is 11/1, which shows a substantial increase over the list price. Granted that in normal times, English prices are considerably lower than American, the situation is more than ever aggravated by the fall in sterling. Furthermore, the copyright law, in view of the fact that Bermuda is a British possession, decrees that the British edition, when there is one, is the one to be sold.

The psychological side of the question must also be taken into consideration. The American tourist, on vacation, does not want to buy American goods. Something foreign seems to him far more attractive and worthy of his investment. It is the same old "Made in Germany" story all over again. English tweeds and homespun are bought in enormous quantities in Bermuda, and English haberdashery of all sorts, so why not English books as well, reasons the winter visitor.

The copyright issue is even more complicated, as Bermuda booksellers will tell you. When the English publisher has secured the copyright for the British Empire, he would

not be likely to relinquish his Bermuda rights. This applies with equal force to new books and to established titles which have appeared in several different editions. The bookseller must acquiesce, even though it takes him a month to procure books and British copyright from London, twice as long as from New York, and despite the fact that there is, on account of their price, more profit for him in the sale of American books. The bookseller is likewise put to it to keep himself continually informed in regard to English editions of new American books for which he has, or is likely to have, call.

I found that one store dealt with the American News Company, and another with the Baker & Taylor Co., for miscellaneous orders and pick-ups, whereas quantity orders for individual titles were generally placed direct with the publisher. Small shipments are handled by mail, large by freight.

The outstanding American book of the present year is Beebe's "Nonsuch: Land of Water" (Brewer). As it is not published in England, the American edition has no competition. The deep sea experiments which Beebe has made from his island, "Nonsuch," have been given wide publicity, and this appropriate volume is the perfect literary souvenir from Bermuda. The bookstores and hotels are behind it, and the book promises a steady continuing sale. Walter B. Hayward's "Bermuda, Past and Present" (Dodd, Mead) is the standard history and sells in small quantities, year in and year out. John S. Humphrey's "Bermuda Houses and Gardens" is both too expensive and too limited in appeal to attract much attention. What promises to be the most popular book on modern Bermuda, the most lavishly illustrated, and the most suitable for the tourist, is now being written by Hudson Strode, a former member of the faculty of the University of Alabama, who

has lived on the Island for the last three years. "The Bermuda Islands," a pictorial map, by two Americans, Elizabeth Shurtleff and Helen F. McMillin, is profitably handled by the bookstores, gift shops and tea-rooms.

Bermuda is fortunate in having a modern, well-stocked, efficient bookstore which looks as if it had been transplanted from Oxford Strand. It has been operated for the last twelve years by P. W. Feakins who brings to its management the benefit of previous experience, not only in London, but also in the East. The main store is situated at the corner of Reid and Burnaby Streets, Hamilton, with branches on Pitts Bay Road, Pembroke, and at Ireland Island. Their business is divided about equally between British residents and American visitors, and Mr. Feakins estimates that about 20% of his turnover is in American books. Generally speaking, this means new books, as the English reprint libraries offer such excellent values, although a small surtax must be added to cover transportation. Collins' "Bob novels" are particularly popular, being sold for 1/6; also the Hodder & Stoughton 2s. Library, which includes nearly fifty percent of the work of Edgar Wallace. Oddly enough the store does not operate a circulating library.

The marketable possibilities of the hotels are not sufficiently exploited, says Mr. Feakins. He supplies the stands at the Princess, Inverurie, Bermudiana, Hamilton, Elbow Beach, Castle Harbour, and Belmont Manor but reports but a trifling in-

terest among the hotel transients. This he lays principally to the fact that hotels are content merely with display and make no pretense at merchandising.

An enthusiastic bookman himself, Mr. Feakins takes pleasure in pushing certain



A panoramic view of Hamilton, Bermuda

books which he believes to be of outstanding merit. Among the new novels he has singled out Geoffrey Dennis' "Sale by Auction" and John Morrison's "The Forlorn Years" and, in non-fiction, "An In-keeper's Diary" by John Fothergill. He has found more than a hundred customers for Tom Cushing's skit, "Barely Proper" (Farrar and Rinehart), first, because he liked it himself and because Cushing spends each winter in Bermuda and is well known through his plays, "Laugh, Clown, Laugh," and "The Devil in the Cheese." Listed at \$1.00, "Barely Proper" sells in Bermuda at \$1.32, which gives an indication of the



The home of Tom Moore, the Irish poet, now a much-frequented tavern

extra charge that must be levied on imported books. "Magnolia Street" by Louis Golding and "The Brothers" by L. A. G. Strong are two other novels which are in active demand. "Hatter's Castle" by A. J. Cronin was the best-selling book of the season just passed. "Ulysses" and the unabridged "Lady Chatterley's Lover" are ordered for those who want them but no effort is made to capitalize on the difficulty of obtaining them in the United States or England.

Ruth M. West, an American living in Bermuda, has a lending library of approximately five hundred volumes in the Tower Building on Reid Street, never ordering, however, more than one copy of a single title. Visitors make a \$2.00 deposit, which is returned to them on leaving. Rates for borrowing are 6d. a week, with a tax of 1d. additional for each extra day. As the books are not offered for sale, the copyright restrictions do not hold so stringently. The authors found to be the most popular are Galsworthy, Philip Gibbs, Deeping, Fletcher, and Kathleen Norris. Peter B. Kyne and the Westerns are falling off. The Star and Blue Ribbon books are also well represented. The Phoenix Drug Store carries some of the cheaper reprints, and through the agency of the American News Company, the latest American magazines are readily obtainable. The McFadden line, so I was told, is far in the lead.

Katherine G. Seon, librarian of the Bermuda Library, has a special weakness for American books, although the library is also hampered by the copyright law. Notwithstanding, about a third of her forty thousand volumes are of American publication. Here again I learned that "the standard books must be in the English editions." The library appropriation of £625 has not been cut, and orders are placed either through Baker & Taylor or direct with the publisher. Rebinding is done by hand in the library, and I was shown some excellent examples.

Miss Seon has the complete works of William Beebe and of Eugene O'Neill who wrote a large part of "Strange Interlude" in Bermuda and made use of the library. Other recent visitors include Kipling, Francis Brett Young, and Joseph Hergesheimer,

and Bermudians still look back with pride to the days when Mark Twain, resplendent in white linen, was a familiar figure, and welcomed William Dean Howells as his guest. "An Idle Excursion" is one of Mark Twain's sketches of Bermuda life. Although Julia Peterkin worked steadily on her "Bright Skin" during her Bermuda holidays, neither her books nor those of Dubose Hayward are available at the Library, Miss Seon feeling that she must keep clear of all fiction dealing with racial questions, by way of protecting the native population. Patrons may take out monthly or yearly subscriptions, and the Library is used to a considerable extent by tourists. Clemence Dane's "Broome Stages" has been taken out more than any other recent novel. Miss Seon has no hesitation in pronouncing Charles Morgan's "The Fountain" the finest novel of the year.

Unlike Havana, where the spirit is one of restless movement, the tempo of Bermuda is mild and relaxing. The tenor of its leisurely life encourages the pastime of reading. Here at last, resolves the fugitive from the grim, cold Northland, is a place where I can catch up on my winter's reading. Evenings are long and diversions few. I saw people reading "Kristin Lavransdatter" for the first time, and others who had only just caught up to "The Adams Family."

Bermuda is the home of Elizabeth Sanxay Holding, and the winter residence of Hervey Allen. A year ago Owen Johnson occupied "Inwood," the most beautiful old house on the Island. Many writers go down for a week or so, others stay for a longer period, and are unanimous in proclaiming it an ideal spot for work. Rich in literary associations, the islanders point with pride to the first distinguished man of letters who made it his home. In 1804 Tom Moore, the Irish poet, came out to hold a crown office, and while in residence used it as the background of several of his poems. "Tom Moore's House" is now a much frequented tavern. Although Shakespeare remained peacefully at home in England, he probably drew upon accounts of early voyages to the West Indies for much of the atmosphere of "The Tempest."

In and Out of the Corner Office

"I'M IMMENSELY POPULAR," writes Rockwell Kent from Greenland to George Palmer Putnam. "Popularity costs just so much per kilo or litre. You buy it by 'loaning' money (i.e., virtually giving it) and by entertaining. The most appreciated part of entertainment is liquid. At a recent dance my guests consumed 50 quarts of beer, 55 cigars, 100 cigarettes—besides quantities of food. . . . The hardships of this life are not apparent, although they may come upon one at any time. These hunters and fishermen are, like their confreres everywhere, like all professionals in a life that has its dangers, cautious. The amateur, the sport, may take a 10 to 1 chance; the professional won't. Nor a 100 to 1—because he's doing his work almost 365 days in the year and that would finish him in four months." ❀ ❀ ❀

Due to a reorganization of the personnel of Thomas Nelson & Sons, Walter R. Kohr, manager of the Educational Department will take over the duties of Julius King, former manager of the Trade and Bible Departments. Thomas F. Kyle will act as assistant sales manager for the Trade Department, while Charles E. Roe has been succeeded by W. T. Dickerson as manager of the Encyclopaedia Department. ❀ ❀ ❀

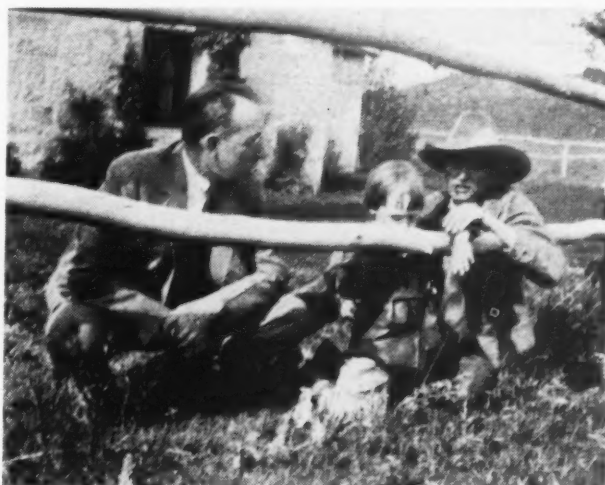
Cass Canfield, president of Harper and Brothers, returned this week from a business trip to London. ❀ ❀ ❀

In the account of last week of the wide book interests of the late Arthur H. Scribner, it should have been mentioned that he was not only a long time and active member of the famous Grolier Club but was president from 1916 to 1920. ❀ ❀ ❀

On June 25th, on the occasion of the anniversary of the day when President Doumer entertained at the official residence the representatives of the International Congress meeting in Paris, Louis Hachette, at the request of the Executive Council, laid a wreath on the tomb of the President who was murdered as he was officially opening a book exhibit this spring. ❀ ❀ ❀

Lois Dwight Cole, who for several years has been publicity director of the Atlanta, Ga. branch of Macmillan, is now in that company's New York office. Beginning

June 1st the publicity work formerly handled by the branches became centered in New York. ❀ ❀ ❀



Will James (right) talking over plans for his new book with Whitney Darrow of Scribner's. In the center is Clint, Will James' small nephew

Davis L. James of Cincinnati has been good enough to send us a specimen of a publisher's broadside of 90 years ago which announced the fall books of Turner & Fisher of Philadelphia. Among the items offered for the bookseller's consideration were Aristotle Complete in 300 pages, "The Life of Samuel Comstock, the Terrible Whaleman," "Woman; as Virgin, Wife and Mother," and a long list of plays. The terms were 33 1/3% discount from the retail price. Turner & Fisher also were in the business of picture books for children and offered fairy tales at \$4 per gross, toy books at \$8 per gross, others at \$1.25 a gross. ❀ ❀ ❀

The new book editor of *St. Nicholas* is Vertic Coyne. ❀ ❀ ❀

O. M. Porter has resigned as secretary of the Binders Board Manufacturers Association. The offices of the Association have been moved from 122 East 42nd Street, to the offices of the American Paper and Pulp Association at 370 Lexington Avenue, New York. ❀ ❀ ❀

John Bell, who left Doubleday's selling staff last week, has gone to London for a few weeks on business and can be reached c/o the American Express, Haymarket, London. ❀ ❀ ❀

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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July 16, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Don't Forget Association Dues

THERE NEVER HAS BEEN a time when joint action and thorough organization of the booktrade was more necessary, and never a time when booktrade organizations have given more evidence of making concrete and forward-looking contributions to booktrade conditions than the present. At such a time and in days of such financial stress it is particularly important that booksellers should remember that an organization cannot exist unless there be prompt payment of dues.

We do not write this with exact knowledge of the status of the Association's condition, but we do know that the annual report of the American Booksellers Association showed many dues in arrears, and the new treasurer, Ernest Eisele, is facing a real problem in meeting the Association's obligations. There are a hundred things that a bookseller can do with every bit of incoming funds, but the support of the Association must take a front place in these obligations.

The A. B. A. is directed now by a particularly able and constructive group of leaders; its survey of trade conditions through regional conferences has given it a fresh understanding of all the difficulties; many of the points in its program are being

actively discussed in trade groups; its members on the Joint Board are having an important influence on smoothing out trade irritations, and if the book business, suffering as is all business, from current stagnation, is to lay a firm foundation on which to build in the next decade, it is critically important that the A. B. A. should hold its membership and increase it.

We hope this may catch the eyes of booksellers who are not members of the Association and who will apply for membership to the Treasurer, Ernest Eisele, care of B. Westermann Company, 13 West 46th St., New York City.

Two Per Cent Ten Days

TAKING UP WITH THE SUGGESTION which has been the outcome of recent discussions, many publishers are offering, to those booksellers who are able to take advantage of it, a cash discount of two per cent ten days, which will increase the opportunity for profit as bookstores get into a rising current of trade. Leaving aside for the moment the prevalent difficulty in every branch of the industry to produce enough cash beyond expenses to pay bills on time, there does lie in this movement a new opportunity for the best business men among booksellers to build up a firm establishment of their business and to build out of cash discounts some increased margins of capital which can in turn be used to take advantage of such discounts.

Many merchants are in business for a number of years before they study carefully the advantage to themselves of borrowing money and using this money to take discounts, but such methods are the very breath of life to the big department stores, which oftentimes look to the cash discounts as their chief source of corporate profit. To provide a margin for such discounts greatly increases the problem of the publisher, who thus lowers his total gross income, but if it increases the stability of the business and helps put the outlets on a sounder footing as business increases, it would be well worth while, and the experience of those publishers who make this a regular part of their program will be watched carefully by other firms until it eventually becomes the organized habit of the trade.

A Price Cutter Changes His Ideas

CHARLES R. WALGREEN, head of the chain of 468 drug stores, has now, surprisingly enough, come forward in favor of the fixing of selling prices. Cutting prices, whether of drugs or books, has always been a great baiting method to bring people into the store to buy items which involve higher profits than those on drugs or books, but lately, as *Business Week* suggests, "this has not been going too well. The shoppers, 1932 model, are wary. They cheerfully buy the lost-leader offerings of the chains—and walk out."

Mr. Walgreen's suggestion is that producers should have the right to set top and bottom prices so that standardized merchandise could not be sold at a complete loss in order to draw other trade. Such a system, however, would probably turn out to have more opponents than the plan already advanced of a single standardized price.

Another recruit to price standardization is the Listerine firm, which formerly took the attitude that it did not care how much stores cut prices as long as they sold Listerine. The Lambert Co. has, however, changed its point of view, as it has discovered that dealers do not like to work for nothing and are easily interested in products on which they can make money, and antiseptics are among the items that are simplest to duplicate.

Library Buildings Held to Have Place in Public Works Plan

THE PLACE OF LIBRARY construction in the public works plan of the government was brought to the front in an interview given by President Hoover to Charles F. Abbott, executive director of the American Institute of Steel Construction. The Institute agrees with Mr. Hoover that artificial stimulants are uneconomical and impractical. "There has been some objection," said Mr. Abbott, "to the construction of public buildings on the ground that they are not self-sustaining. It is stated, however, that there is a shortage of 40% in library buildings throughout the country, and while they might not be classified as self-sustaining, they would be the means of advancing public welfare in the much needed field of education."

Distribution of Catalogs

IN ALL THE NEW DISCUSSION about joint booktrade enterprises and the economies of joint action on the elemental problems of book machinery it is to be remembered that this is now the sixtieth year of the joint distribution of publishers' catalogs, a plan so effective and economical that it has been envied by many other American industries.

This plan, like many other booktrade enterprises, was the product of the fertile invention of Frederick Leypoldt, founder of the *Publishers' Weekly*. He saw a great advantage to dealers of books in having at hand for constant use a bound volume of the catalogs of all publishers, and he saw, on the other hand, an economy if these catalogs for dealers could be bound at one time and an advantage to publishers, as it prevented the continual loss and destruction of the separate catalogs which they would otherwise have to keep sending to every one of their active customers. This joint economy was made possible by persuading publishers to make their catalogs of a uniform size so that they could be distributed in the bound form, and slowly and steadily the usefulness of this bound catalog increased until today over 2,000 copies are demanded immediately when the new volume is ready each September.

To go through these Trade Lists carefully would be to study the whole history of American publishing. A full set of this "Annual" from the earliest times, once kept in the office of the *Publishers' Weekly*, has now been deposited complete with the New York Library whose collection of material and documents in the history of the American booktrade is very extensive.

Probably only the bookseller can realize how useful it is to have always at hand a complete set of catalogs to answer authoritatively the innumerable questions that the day's routine brings to his desk, and the very bulk of the "Trade List Annual" makes it certain that the book will not travel far from its regular position on the bookstore table or shelf. Publishers, too, would perhaps be the more aware of the economies of such joint operation if they had to face for a single year the problem of sending out general catalogs to all of those who ask for them or who have occasion to keep on file the list of all the books of all publishers.

Weather
Bright

P. W. Form-Sheet

Neck and Neck

SOME BEST SELLERS OF THE WEEK

- | | |
|---|--|
| <p>THE FOUNTAIN. By Charles Morgan. Knopf, \$2.50.</p> <p>BENEFITS RECEIVED. By Alice Grant Rosman. Minton, Balch, \$2.</p> <p>UNDERTOW. By A. Hamilton Gibbs. Little, Brown, \$2.50.</p> <p>YOUNGER SISTER. By Kathleen Norris. Doubleday, Doran, \$2.</p> <p>THE GOOD EARTH. By Pearl S. Buck. John Day, \$2.50.</p> <p>THE EPIC OF AMERICA. By James Truslow Adams. Little, Brown, \$3.75.</p> <p>ONLY YESTERDAY. By Frederick L. Allen. Harper, \$3.</p> <p>A NEW WAY TO BETTER GOLF. By Alex J. Morrison. Simon & Schuster, \$2.</p> <p>TWENTY THOUSAND YEARS IN SING SING. By Warden Lewis E. Lawes. Long & Smith, \$3.</p> <p>WHAT WE LIVE BY. By Ernest Dimnet. Simon & Schuster, \$2.50.</p> | <p>The best seller in nearly every store. More than 55,000 copies have been sold.</p> <p>The best selling novel in St. Louis from reports to the N. Y. Times by four bookstores.</p> <p>One of the three best selling novels in Boston, Washington, and Chicago.</p> <p>Heads McClurg's list of best selling fiction for the week.</p> <p>Still selling steadily. The second choice in St. Louis and San Francisco stores.</p> <p>Just reached the 116 thousand mark.</p> <p>Heads non-fiction in Philadelphia and St. Louis in reports from four or more stores in each city.</p> <p>The best seller in non-fiction in N. Y. and past the 20,000 mark.</p> <p>Winner at Loeser's, Brooklyn, Lowman & Hanford, Seattle, Union Book Co., Schenectady, etc.</p> <p>First in non-fiction on McClurg's list for the past week.</p> |
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Betting Favorites

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| <p>THE RUEFUL MATING. By G. B. Stern. Knopf, \$2.50.</p> <p>BALLERINA. By Lady Eleanor Smith. Bobbs-Merrill, \$2.50.</p> <p>LETTER FROM AN UNKNOWN WOMAN. By Stefan Zweig. Viking Press, \$1.25.</p> <p>THE QUICK AND THE DEAD. By Claire Spencer. Smith & Haas, \$2.50.</p> <p>THE COLOSSUS. By Edgar Wallace. Doubleday, Doran, \$2.</p> <p>WILD CARGO. By Frank Buck and Edward Anthony. Simon & Schuster, \$3.</p> <p>OUR WONDERLAND OF BUREAUCRACY. By James M. Beck. Macmillan, \$3.</p> <p>I COVER THE WATERFRONT. By Max Miller. Dutton, \$2.</p> <p>THE TRUTH ABOUT HOOVER. By Herbert Corey. Houghton, Mifflin, \$2.50.</p> <p>THE FUN OF IT. By Amelia Earhart. Brewer, Warren & Putnam, \$2.50.</p> <p>THE JOURNAL OF ARNOLD BENNETT. Viking Press, \$4.</p> | <p>First printing 15,000. Uniformly excellent reviews. Second only to "The Fountain" in N. Y. according to reports from six stores. Philadelphia buys it after "The Fountain" according to six stores there.</p> <p>Second on N. Y. Brentano's fiction list for the past week.</p> <p>Customers at the same store are buying this, too.</p> <p>One of the six best sellers of the past week at the American News Co.</p> <p>Leads Womrath non-fiction and second at Loeser's. Don't fail to feature it with Frank Buck's motion picture.</p> <p>The non-fiction best seller in Washington. Prominently reviewed by the N. Y. papers.</p> <p>Dutton's are getting 100-copy orders. It's the plus-sale book at The Sunwise Turn, and the second best seller at all the N. Y. Doubleday, Doran shops.</p> <p>They're selling this in Boston, and "The Strange Career of Mr. Hoover" (Faro) in New Orleans. Guess how they'll vote!</p> <p>A best seller at Brentano's in N. Y.</p> <p>Another Brentano nominee.</p> |
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P. W. Form-Sheet

Track
Hot

At the Post

GOVERNMENT—NOT POLITICS. By Franklin D. Roosevelt. Covici, Friede, \$1.

SECRET SENTENCE. By Vicki Baum. Doubleday, Doran, \$2.

LETTERS OF QUEEN VICTORIA: FINAL VOLUME. Longmans, Green, \$9.

I'LL NEVER BE YOUNG AGAIN. By Daphne Du Maurier. Doubleday, Doran, \$2.50.

FIVE FATAL WORDS. By Edwin Balmer and Philip Wylie. Long & Smith, \$2.

HINDOO HOLIDAY. By J. R. Ackerley. Viking Press, \$2.50.

MURDER INTENDED. By Francis Beeding. Little, Brown, \$2.

PRINCESS PRO TEM. By Arthur Train. Scribner, \$2.

SHUDDERS AND THRILLS. By E. Phillips Oppenheim. Little, Brown, \$2.50.

MIDDLE CLASS. By Nanette Kutner. Long & Smith, \$2.

A timely book at a popular price. The Democratic nominee for President sets forth his views on some public questions.

The reviewers agree that the theme is not as popular as that of "Grand Hotel" but that the book is powerfully written.

An important book, prominently reviewed.

A novel to create even more enthusiasts than did "The Loving Spirit."

A mystery that is a mystery.

A picture of life in a remote and fantastic Indian state, well written.

A good murder story. "Take It Crooked," his last, sold 4,907 copies in three months.

An American girl's adventures in love and political intrigue in a Balkan country.

"Clowns and Criminals" proved that this will sell.

A story of an ordinary New York family and what happens when its members come into money.

Dark Horses

THE SCOTLAND YARD BOOK OF EDGAR Wallace. Doubleday, Doran, \$2.

HOME IS THE SAILOR. By Ruth Blodgett. Harcourt, Brace, \$2.

MODERN MADONNA. By Alice Ross Colver. Dodd, Mead, \$2.

THE LONDON OMNIBUS. Doubleday, Doran, \$2.50.

OBSCURE DESTINIES. By Willa Cather. Knopf, \$2.50.

WASHINGTON MERRY-GO-ROUND. Blue Ribbon Books, \$1.

SAINT SATURNIN. By Jean Schlumberger. Dodd, Mead, \$2.50.

NIGHT FLIGHT. By Antoine de Saint-Exupéry. Century, \$1.75.

MURDER IN THE BASEMENT. By Anthony Berkeley. Doubleday, Doran, \$2.

THE FAMILY CIRCLE. By André Maurois. Appleton, \$2.50.

July 20. An omnibus book, containing two novels, a novelette, and short stories. The publishers' estimate of sales is over 30,000.

July 21. A modern story of an old Maine sea-coast town.

July 22. Another novel with a New England background. A love story by a popular author.

Aug. 1. 1,400 pages, fiction and non-fiction by London writers. Literary Guild selection. Publishers estimate sales from 7,500 to 15,000.

Aug. 1. Three long short stories—but a typical Cather sale nevertheless.

Aug. 1. For some plus sales at the popular price.

Aug. 2. The younger generation of a French family tries to check the folly of the elder. Book-of-the-Month Club selection.

Aug. 2. A story of aviators forging a new airway in South America. Joint Book-of-the-Month Club selection.

Aug. 3. Another Roger Sheringham mystery by one of the better detective story writers.

Aug. 5. A modern story of a girl in a small French town, whose life was warped by her mother's infidelity to her father.

Counter Points

A CONTEST SCHEME which has worked out so well at the Old Corner Bookstore in Boston that it is going to be carried to a number of other key cities is the *Modern Library* Contest which was worked out between Richard F. Fuller of the Boston store and *The Modern Library*. The customer is given a blank on which he is asked to



Window display made by the Old Corner Book Store to promote their *Modern Library* Contest

register his guess as to which ten titles in the *Modern Library* will sell the best during the current month at the store running the contest. On the reverse of the blank is a list of the 25 best-selling *Modern Library* titles during the past year all over the country, but the contestant is warned that he must take into consideration new titles which always have a considerable sale on their addition to the series.

Prizes consist of *Modern Library* books, 15 to the winner, 10 for second prize and 5 for third prize.

Says Bennett A. Cerf, president of the

Modern Library: "The cost to us is the 30 *Modern Library* titles that go as prizes, and the inconsiderable cost of the posters and entry blanks. The benefits are big window displays and renewed interest of all the customers on the entire *Modern Library* list. We have tied up our publicity with the newspapers in the cities where the contests are planned, and have gotten some good advertising in this way."



Pat Hunt's Bookshop in Hollywood has an annex now. It's called "At the Sign of the Bookworm" because as Miss Hunt says, "I never miss a chance to use my old bookworm trade-mark that Wallace Smith made for me in 1928 when the shop first started. And in the second place, Mr. Webster defines a bookworm as a person who is unusually devoted to reading. And since it is not easy to go down alleyways and into obscure backyards, I am assuming that those who arrive at this destination may be termed as persons unusually devoted to reading." The annex is in a large studio in the backyard of the shop's premises. Miss Hunt painted it and furnished it and filled it with bargain books, second-hand volumes, rental library weeds, and remainders. The sales were good at the opening, Miss Hunt reports, and adds: "We are working very hard and give superservice if I do say so myself. . . . I sometimes think that besides being a bookshop we are supposed to be confessional, clinic and have all the social characteristics of the old corner saloon."



A tip from the Deseret Book Company in Salt Lake City: "We find that the one best way to sell a book is to get someone personally in the store sold on it and then let him tackle all of his friends, patrons, prospects, etc., and put it over. The writer has personally tried this on the book 'Twenty-One' with the result that we have had some wonderful sales. I wrote a series of letters which went with the wonderful circular prepared by the publishers. We got a 20% return as a result of this letter. Of course the list was well selected, includ-

ing fathers of boys, and men interested in such work as Boy Scout work and other work for young men." The letter read as follows: "We are sure that as a father of boys and as a public worker interested in boys, you will be interested in the new book by Erdman Harris entitled 'Twenty-One.' This book is one of the best of its kind ever called to my attention. The enclosed circular gives details of its contents. I am sure you will want a copy. Either use the enclosed envelope or telephone us and a copy of the book will be delivered to you immediately."



We have often wondered at the steady, quiet advance of the sales of "Magnificent Obsession." Elsie Stokes of Stokes and Stockell in Nashville, gives us a clue. "In April a year ago," she says, "Bishop Wise of Kansas came to conduct Lenten services in Nashville. He stayed with one of our friends whom he notified beforehand that he would want some copies of 'Magnificent Obsession' to give to friends on parting; in fact, he said to tell Stokes & Stockell to get in a supply as he would mention the book from the pulpit. He did so on his first day, holding it up and saying it was splendid and could be obtained in Nashville from his friends, 'Stokes & Stockell'! Of course, Bishop Wise's recommendation sent all Episcopalians in to find out what the book was all about. We put lots of copies in the rental library and have sold nearly 200 copies." Bishop Wise, Mrs. Stokes thinks, is personally responsible for much of the book's large sale throughout the Middle West.



Rochfort's Bookshop in Boston, Massachusetts, has found one profitable side-line which builds sales in books. One day recently William Rochfort, who served in the World War and therefore has developed quite a nice specialty in books of interest to military men, was asked by a customer to find a copy of "Custer's Last Charge." This handsome lithograph was distributed by the Anheuser-Busch Company in pre-prohibition days and at one time was displayed on the walls of nearly every saloon in the country. Mr. Rochfort was able to track down a half-dozen copies through an advertisement in the *Publishers' Weekly*,

and has orders for nearly a dozen more, if obtainable. What pleases Mr. Rochfort about this item, however, is that in addition to a clean five dollar profit, each of the sales has resulted in a further request for books dealing with the life of the famous Indian fighter.

<p>The MOST SIGNIFICANT BOOKS IN MODERN LITERATURE</p> <p>The CLASSICS THAT EVERY WELL READ PERSON SHOULD OWN</p> <p>The BEST VALUE IN BOOKS</p> <p>200 <i>Famous titles complete and unabridged</i></p> <p>95¢ each</p>	<p><i>free...</i> 30 volumes of The MODERN LIBRARY</p> <p>TO THE THREE PERSONS making the most accurate guess at the ten best selling titles in The MODERN LIBRARY at our store during the present month.</p> <p>Entry blank and complete list of titles are yours for the asking.</p> <p>1st PRIZE—15 Volumes of The MODERN LIBRARY <i>(Your choice)</i></p> <p>2nd PRIZE—10 volumes</p> <p>3rd PRIZE—5 volumes</p> <p><i>All selections must be submitted on or before</i></p>
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This poster 21" x 14" in red and black is used to announce the Modern Library Contest described on the opposite page

Katharine Lord has had match books made up to advertise her Little Book House on Nantucket Island. The books are blue with silver lettering and carry a picture of the shop's doorway on the front. These go in offices and hotels as well as in her own shop.



During July and August Miss Lord will give a series of study-talks on "The Cult of the Book" which will deal in the history and technique of book production, fine printing, illustration, book collecting, the art of reading and like subjects. The price for the course, which includes eight meetings, is \$15.

Macy Has Another Library of Classics

THE TENDENCY of the price-cutter to work his way toward products of his own manufacture in order somewhat to avoid the use of comparative prices was pointed out in the *Publishers' Weekly* last season when the Macy Company developed its own *Macy Library*. This library of classics was published at \$1.98 per volume, but has now been reduced on Macy's own counters to 98 cents, not, however, because of price competition from other stores. A new venture by Macy in this field is called "De Luxe Editions," but it is without publisher's imprint. These editions are reprints of the classics of the Illustrated Editions Company, which editions, in the regular heavy paper format, are sold by Macy at 69 cents. In the special "De Luxe Editions" which are bound in blue paper covered boards with white parchment backs the price is 89 cents. The thinner paper will seem to many people more attractive than the paper used in the original printing. Included in the series are Pierre Louys' "Aphrodite," "Alice's Adventures in Wonderland," "Shropshire Lad," "Thais," and the *Rubáiyát*. The Macy Cook Book, which has been manufactured for the Macy Company by Greenberg, and includes two sixteen page inserts of kitchen appliances, sells for 59 cents.

Recent Mexican Law Series

IN ORDER TO CORRECT a possible misunderstanding it should be pointed out that the series of translations published by International Booksellers, Inc., which were noted in the July 2nd issue of the *Weekly* are of laws of Mexico and not of the State of New Mexico. Otto Holstein, the translator, is late Secretary of the American Chamber of Commerce of Mexico, and not of London as was previously reported.

Dutton Completes Encyclopedia

WITH THE PUBLICATION of the twelfth and final volume the new Everyman's Encyclopaedia is now complete. E. P. Dutton & Co., the publishers, point out that Volumes 11 and 12 were completely manufactured in the United States and are fully protected under American copyright laws. Customs officials in all ports of entry into the United States have been informed.

Believe It or Not

SIMULTANEOUS WITH the publication of "Thirty Years in the Golden North" by Jan Welzl (Macmillan), the Book of the Month Club's selection for July, loud cries of "Cradle of the Deep" have rung out from various quarters. No one seems to know who this Jan Welzl is, although the publishers cautiously insist that "while we do not know Welzl ourselves by personal contact, we think that such evidence as there is available indicates that he is a real person."

According to the *New York Times*, Vilhjalmur Stefansson, eminent authority on Arctic life, believes that the book is a hoax on the part of some one not seeking to make money out of it but to laugh at public gullibility, because so often the exact opposite of the truth is set down. "For instance," he says, "one of the most widespread taboos of the Eskimos is exactly reversed in the book. It is also stated in the book that Eskimos live on the New Siberia Islands, when it is known that the nearest Eskimos are approximately 1500 miles from the islands."

Perhaps the most pertinent comment comes from Diamond Jenness, Chief of the Division of Anthropology in the National Museum of Canada. He says: "I have just finished reading 'Thirty Years in the Golden North' and I have enjoyed it immensely. It is the epic of Arctic life for which we have been waiting. . . Strange Eskimos with stranger customs emerge from fox-like dens to flit before the readers' eyes, and among them stalk those mad, heroic supermen, the Polar Settlers, about whom the world has heard too little. Not since I was a boy have I met with an author whose imagination expands so much with every page, or who ends his book with such a magnificent finale. I am afraid it is beyond my powers to write an adequate review. Who, please, is this Jan Welzl? Can we not book him for a lecture tour through the United States? Or has the incorrigible Capek himself (author of the foreword to the book. Ed.) joined forces with someone who has traveled down the Yukon to the Behring Sea to produce this Arctic 'Trader Horn' for the delectation of the American public? I am sure nine-tenths of your readers will believe every word of it."



The new home of Benziger Brothers reflects the ecclesiastical nature of their business

Benziger Brothers in New Home

IN A NEW STORE which closely reflects the nature of the business carried on inside, Benziger Brothers, dealers in Catholic supplies, are carrying on a business over 140 years old at 26-28 Park Place, New York City. The store is located between Broadway and Church Street adjoining the north side of the Woolworth Building and presents to the public an ecclesiastical façade of the Twelfth Century. Behind the columns of the arched façade is a little courtyard with stone tile flooring, surrounded by leaded glass windows built in circular form. In these windows are displayed the Catholic Books, Religious Articles, Church goods, vestments, etc., which Benziger Brothers have been selling since the establishment of the firm in Einsiedeln, Switzerland in 1792. Over the doorway appears the firm's insignia, executed in colored tile after the manner of Della Robbia, depicting Science seeking guidance from Faith.

Knowledge of materials and methods of working them gained by long experience and study by members of the firm and their staff enabled them to produce this store façade at no greater expense than that of the ordinary store.

Benziger Brothers have been established in New York City since 1853. The busi-

ness today is conducted by the fifth generation of Benzigers, direct descendents of the founder. "It has always been the earnest endeavor of the members of the firm "says the announcement of the new store, "to continue the old traditions of the house and to be conservative and careful in their undertakings as well as progressive and up-to-date. Liturgical and rubrical requirements for the articles they produce have always been strictly adhered to and traditions covering Art and Architecture have always been ecclesiastical with them, and it is this feeling which is expressed in the store façade, which is a departure from the conventional."

Book Production Decrease

AS SHOWN IN the records of the *Publishers' Weekly* of July 2 the total production of new books for the half-year was reduced by about 13% over 1931. The classifications that showed increase were Sociology, Education, Domestic Economy. There was a 50% decrease in Children's Books, 6% in Science, 25% in Geography and Travel, 25% in Business Books, 21% in Poetry and Drama, 20% in Religion, 17% in General Literature, 15% in History, 10% in Philosophy, 10% in Biography and Genealogy, and 3% in Fiction.

Fifty Cent Books to be Sold on Magazine Scale

A PLAN BY WHICH books will be distributed on the same plan as popular magazines through more than 70,000 different agencies has been announced by Sidney M. Biddell, head of the Mystery League. Under his new plan fifty-cent books in four classifications will be distributed through the Eastern Distributing Corporation, national distributors to all magazine outlets.

The first volume of the series "The Ebony Bed Murder" by Rufus Gillmore went on sale July 13th. This will be followed by mysteries by such authors as Van Wyck Mason, Given Bristow and Bruce Manning, Will Levinrew, and Shepard Pleasants. As soon as the project is under way books will be added in three other classifications — adventure, general fiction and light historical fiction. It is planned to issue one title under each classification every month. Printings, it is said, will be not less than 100,000 for each book and a total sale of 5,000,000 copies a year is expected.

The distribution will cover 750 cities in every state and Canada, and negotiations are pending for similar outlets in England and Ireland.

While the books will be sold outright to the distributing company, they will be fully returnable from the retail outlets, Mr. Biddell stated. The books will be cloth bound, well made, physically equal to the \$2 book and will be written by established authors of large popular following, he said.

Simon & Schuster Produce New Books for Rental Libraries

SIMON & SCHUSTER promised to produce something new in bookmaking for their rental libraries series of fiction and "Blonde Interlude" shows the result. Very new is the use of cellophane which is folded around the jacket and pasted to the cover, thus keeping the brilliant jacket clean until some nervous finger picks lose the edges; new are the photographs of the four characters used as a fly leaf; photographs bled to the edge are the illustrations; the type-page is excellent; the top stained; the price two dollars. Rental librarians will undoubtedly hail this series with a cheer.

Publisher Sued to Publish Book Claimed Libellous

SILAS BENT, author of "Ballyhoo: The Voice of the Press," "Justice Oliver Wendell Holmes: A Biography," etc., has brought suit against Horace Liveright, Inc., publishers, to force them to carry out their contract to publish a biography of Will Hays which that firm had asked him to write and on which there had been paid advance royalties of \$1200. The amount involved in the action, in which the plaintiff is represented by Wm. Hamilton Osborne, is \$30,000. The manuscript had been delivered, it is claimed, on Aug. 12, 1930, three days before the contract called for delivery.

Horace Liveright Co. stated to the *Publishers' Weekly* that when the manuscript was received they felt obliged to submit it to their attorney who gave the opinion that the book was plainly libellous. The case is filed in the United States District Court of Manhattan.

Guerney Arrested on Libel Charge Preferred by Sumner

BECAUSE THE CHARACTER John Smutrat, who was the subject of a cartoon and verses in Bernard Guilbert Guerney's new magazine *Jack Ketch, the Hangman*, bore the same initials as John S. Sumner, secretary of the New York Society for the Suppression of Vice, and because the cartoon was uncomplimentary and the verses abusive, Mr. Guerney has been arrested on a charge of criminal libel, preferred by Mr. Sumner. Mr. Guerney is well known as a bookseller, translator and publisher and received considerable notoriety last fall by founding the To-Hell-With-23rd-Street Association in an effort to make business for his Blue Faun Bookshop. Following a preliminary hearing before a magistrate Mr. Guerney was bound over to the Grand Jury, which will hear his case in the near future.

"Lots of men are named John S.," commented Mr. Guerney at the time of his arrest, "and Mr. Sumner is not named in this. If he thinks the shoe fits, he is welcome to put it on." Mr. Sumner, who insists that the action is "purely personal" stated that he had a witness to testify that Guerney had said the cartoon was meant to portray the vice crusader.

Columbia Bookselling Class Well Attended

THE THREE WEEKS summer course in bookselling at Columbia University has concluded its second week with continued maintenance of attendance and interest. During the past week, besides much visiting among bookstores, the group of nineteen were guests at a lunch at the Brevoort with The Baker & Taylor Company as hosts, and another group were guests of the Doubleday plant at Garden City.

Three of those registered won scholarships, Mary E. Wiener in charge of the Burrows Bros. Branch in A. Polsky's store in Akron; Juanita Lile, of the Fair Book Department, Schermerhorn Co., Fort Worth; Marguerite Feder, in charge of Burrows Bros. Branch in the Wm. Taylor Son & Co. store in Cleveland.

Correction

IN THE LIST of ten bookshops given in the July 2nd issue of the *Publishers' Weekly* as participating in the experiment of having a reader to assist them in the choice of new books, the Dartmouth Bookstall, Inc., Boston, Mass., was incorrectly given as the Dartmouth Bookstore, Hanover, New Hampshire.

Communication

FAVORING COUPONED COPY

Schwab & Beatty, Inc.,

New York City, July 8, 1932.

Editor, *Publishers' Weekly*;

I am glad to see in the "Customers' Choice" section of your issue of July 2nd (in connection with "A New Way to Better Golf," published by Simon & Schuster) this editorial phrase: "Our idea that the use of coupon ads by the publishers would hurt its sale has died a quiet death."

It is becoming realized now that couponed copy as a means of introducing a book is of definite value in increasing the sales of that book through retail bookstore distribution. It has started many books as best-sellers which otherwise would not have gotten under way right from the opening gun.

It is certain, to cite another example, that couponed copy had a great deal to do with

starting the Star Dollar series on the road to success. This method of popularizing this series and "sampling" it to thousands all over the country resulted in greater eventual bookstore sale.

The common misapprehension about couponed copy seems at last, as indicated in your note, to be going the way of the other erroneous idea that the selection of a book by a book club hurts the bookseller. Check over the current best-sellers and see how many of them are book club selections. Consider *The Fountain*, *The Good Earth*, *Only Yesterday*, *The Epic of America*, *The Store*, *Twenty Thousand Years in Sing Sing*, etc.

There is such an evident correction of opinion going on both as to couponed copy and as to the advantage to the bookseller of a club selection, that I believe this letter, calling attention to this change of attitude, deserves space in your columns. There has certainly been much publicity in the past based on the older feeling of criticism.

V. O. SCHWAB.

Business Notes

ALBANY, N. Y.—The Book Club of the Air, 128 State Street, specializes in the handling of library and dealers' accounts, and does not handle any retail trade.

CHICAGO, ILL.—The Surf Book Nook has moved to The Hotel Park Lane, 2842 Sheridan Road.

DURHAM, N. C.—The Intimate Bookshop has been opened by A. J. Buttitta, with Remy Horton as manager. On June 4 Mr. Buttitta severed his connections with Milton Abernethy as owners of the Intimate Bookshop, Chapel Hill, N. C., with which the Durham shop has no connection.

GRAND RAPIDS, MICH.—The Zondervan Publishing House has moved from Grandville, Michigan, to 543 Eastern Ave. S. E. Grand Rapids, and is adding to its supply a stock of used religious books. The store requests all catalogs and announcements of new and used religious books.

OCEAN CITY, N. J.—George W. Jacobs & Company of Philadelphia have again opened their summer branch store at No. 9 Golden Galleon, 11th Street and the Boardwalk. The shop will remain open until September 10th.

Obituary Notes



Clarence W. Sanders

CLARENCE W. SANDERS

ON JULY 4TH Clarence W. Sanders, vice president and treasurer of the St. Paul Book and Stationery Company, St. Paul, Minn., died at Miller Hospital in that city after an illness of seven weeks. Mr. Sanders was one of the outstanding bookmen of the country. He made his first connection in St. Paul with the D. D. Merrill Company in 1885. With the reorganization of the business and the assumption of the store's present name, Mr. Sanders, who had rapidly proved his ability, became a member of the corporation, and he has become known through his activities as buyer and store manager as a director of one of the most important outlets for books in the country. He was a man of strong character, independent and confident in action, forthright in his pronouncements and abiding by all agreements, a forceful builder of sales and a careful, far-sighted business man.

He was born in Nashville, Tenn., spent his youth in Iowa City, and took up residence in St. Paul in 1885. He leaves four sons, three of whom are resident in St. Paul and one in Amarillo, Texas, and three daughters, who live in St. Paul.

DR. CARL RUSSELL FISH

CARL RUSSELL FISH, PH.D., well-known American Historian and a member of the University of Wisconsin faculty for the last 32 years, died of pneumonia at his home in Madison, Wisconsin, on July 10. He was 55 years of age. Dr. Fish was one of the most popular of professors. He was born in Central Falls, R. I., in 1876. He received his B.A. degree from Brown University in 1897, and took his Master's and Doctor's degrees at Harvard, receiving the latter in 1900. He was the author of many books including "The Civil Service and the Patronage," 1904, (Harvard University Press), "Development of American Nationality," 1913, (American Book Co.), "American Diplomacy," 1915, (Holt) and "Guide to the Study of American Diplomacy" 1919 (American Book Co.).

WILLIAM G. CHASE

WILLIAM GREGG CHASE, for more than twenty-five years the Southern representative for James Pott & Co., died at his home in Nutley, N. J., July 3rd after a heart attack. Mr. Chase was well and favorably known, not only to the booksellers of the South but to the bookselling profession of the country generally.

Book Club Selections

LITERARY GUILD

August—"The London Omnibus." *Doubleday.*

BOOK-OF-THE-MONTH CLUB

August—"St. Saturnin" by Jean Schlumberger. *Dodd, Mead.*

"Night Flight" by Antoine De Saint-Exupery. *Century.*

BOOK LEAGUE OF AMERICA

August—"A Good Man's Love" by E. M. Delafield. *Harper.*

FREETHOUGHT BOOK CLUB

August—"Thinker or Believer" by W. H. Williamson. *Watts & Co., London.*

CATHOLIC BOOK CLUB

August—"The Burning Bush" by Sigrid Undset. *Knopf.*

SCIENTIFIC BOOK CLUB

July—"A Naturalist in the Guiana Forest" by R. W. G. Hingston. *Longmans.*

RELIGIOUS BOOK CLUB

July—"Psychology For Religious Workers" by Dewar & Hudson. *Long & Smith.*

Old and Rare Books

A Monthly Department

"Binding Variants" by John Carter

Reviewed by E. A. Osborne

A Review of Mr. Carter's Competent Study of Publishers' Binding Styles

BINDING VARIANTS in English Publishing, 1820-1900, by John Carter (Bibliographia Series No. VI. London; Constable. New York: Long & Smith. Pp.xvii + 172. 16 pages of collotype plates.)

Mr. Carter's book is a supplement to "The Evolution of Publishers' Binding Styles" by Michael Sadleir (No. 1. of Bibliographia Series) (Long & Smith), and it is a not unworthy successor. The first half deals with the historical side and the methods of attacking the problems of binding variants; the second is a dictionary of a hundred books each illustrating some aspect of the described method of attack. The book is charmingly printed: the illustrations most interesting.

Mr. Carter has given a new color to nineteenth century collecting, for he has invested those depressing rows of books to be found in any junk-shop with an interest, if not a pecuniary worth, to which their contents seldom entitle them. The present writer welcomed Mr. Sadleir's book as a pioneer work of high bibliographical importance, which yet, based as it was mainly on the observation of novels, had certain limitations. These limitations are removed in "Binding Variants," and we have now a detailed and considered treatise on the development of publisher's binding since the introduction of cloth.

In view of the extended treatment of the origins and early years of cloth, one expected to find some discussion here of the relative claims to priority of half cloth and full cloth. Mr. Sadleir suggested that

what external evidence there was, favored the priority of full cloth, but the number of books immediately before 1825 which turn up in half cloth has always provoked an uneasy feeling that Mr. Sadleir may be neglecting the cumulative evidence offered by the books themselves. His two arguments for full cloth—(1) that the supply of cloth was limited (2) that the public was probably inimical to the innovation—actually seem valid points in favor of the more cautious and spinal use of the cloth. Mr. Carter has ignored the problem, and one can only suppose that he has so far nothing definite to contribute.

The section on the early years of cloth is perhaps more stimulating than final, but the discussion of "Novels Down to 1860" is a fully reasoned analysis based on the records of the great firm of Bentley. "The Method of Attack" is a sensible exposition of the various lines to be followed in collecting evidence for the priority of one binding over another, and the "Miscellaneous Notes" contain much useful information, besides exploding a number of popular fallacies.

A few additions may be made to Mr. Carter's findings, and in one case an answer suggests itself to one of his difficulties. On p. 29 he quotes as an unsolved puzzle the following advertisement (February, 1822) of Pickering's "Miniature Classics"—"May also be had in calf, russia or morocco, or elegantly bound in the *Silver* of the Publisher, Mr. Pickering." A little detective work produced the

following results. I ruled out the possibility of *silver* as a covering, and looked for a possible misprint. "Skiver" (a very thin leather taken from the surface of the skin) was the most obvious alternative covering to the three leathers mentioned. Nevertheless it is difficult to conceive of "skiver" being misprinted "silver"; but "Sliver," which has precisely the same technical meaning as "skiver" seemed the perfect printer's error for the case. James Garnar, head of what is probably the oldest established book-leather manufacturing firm in London, when asked whether it was at all possible that the operation of splitting leather in 1822 was known as "sliving," replied that it was the *only* term used for the hand-splitting prevalent at the time; and that only with the introduction of machines for splitting leather was the modern term "skiving" used. So I feel justified in suggesting that "the Silver of the Publisher" should have read "the Sliver of the Publisher."

On p. 26 the author states that the earliest examples he has seen of the publisher's imprint gilt-lettered on the spine of a cloth bound book belong to the year 1837. While preparing these notes I came upon a book dated 1836, whose obviously "primary" binding has the imprint gilt-lettered between thick and thin gilt rules, *Orr & Smith / London*. The book is Robert Mudie's "Natural History of Birds."

Mr. Carter includes among his hundred or so books discussed in detail a variant of Marryat's "Monsieur Violet" "in a gift binding specially aimed at the juvenile market," and adds that he knows of no other book treated in quite this way. The book has a picturesque binding and cancel titles with a "Wild-West" style of wording. Variant copies of Tolstoy's "Childhood and Youth" (Bell and Daldy, 1862) show a somewhat similar intention. The primary binding (there is a copy in the British Museum, with reception date 1862), is a brown morocco cloth, uncut, lettered in gilt only on the back with author's name, title of book and publisher's imprint. The secondary binding, of which two of the three examples noted bear school presentation inscriptions dated 1868, is decorated on front and spine with gilt designs incorporating children and omits

the author's and publisher's names entirely. These three copies have three different and, to quote Mr. Carter in a similar connection, "wholly irrelevant, catch-penny" engraved frontispieces. The edges are all gilt, and the cloth is sometimes red, sometimes purple.

It is easy to cite parallels, and perhaps more valuable to confine ourselves to a few actual additions to the dictionary section; which must not be taken as any sign of disrespect, since Mr. Carter in his Preliminary Note urgently invites them.

Brontë Sisters. "Poems." 1846. There is a further variant, somewhat like Mr. Carter's B, in the Widener Library.

Bulwer. "Last Days of Pompeii." 1834. Besides the four styles described, this is found in smooth plum cloth, with label, and in maroon ribbed cloth, blind-blocked on sides and gilt lettered on spine.

Le Fanu. "The House by the Churchyard." 1863. Variant A also occurs in blue dot-and-line cloth.

Meredith. "Modern Love." 1862. Besides the four variants listed, there is a secondary in darker, smoother green cloth, with cut edges.

Mrs. Henry Wood. "The Shadow of Ashlydyat." 1863. There is also a secondary in green cloth, without imprint, and lettered from type.

The main shortcoming of the book is the author's unwillingness to drive his arguments solidly home. A dislike for dogmatism is all very well. But Mr. Carter would have done well to state his conclusions more firmly and to invite correction by committing himself to closer dating, especially for the introduction and *floruit* of the various cloth fabrics.

In general, however, Mr. Carter must be said to have applied to his task a knowledge of publishing and binding history, a good deal of patient research, and a capacity for the clear presentation of his facts, which make his book indispensable both to the student of book-structure and the collector of nineteenth-century first editions in original state. It is bibliographically sound, and it is also eminently readable; two qualities highly characteristic of the distinguished series in which it finds a place.

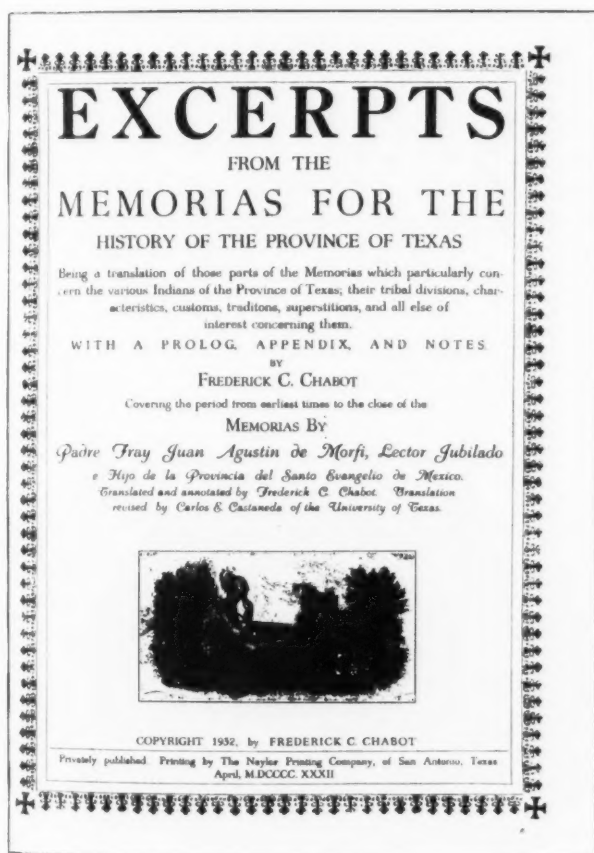
Limited Editions of the Month

THE BOYD PRESS

Sidney Lanier in Texas, by John S. Mayfield; with an introductory note by the late George Edward Woodberry. Illustrated with a hitherto unpublished portrait of Lanier and a facsimile of the manuscript found at Corpus Christi. Printed on deckle-edge, watermarked Alexandria Japan Vellum paper. 119 copies at \$2. Dallas, Texas.

THE CENTAUR BOOKSHOP (The Torch Press, Cedar Rapids).

James Branch Cabell, a revised bibliography by I. R. Brussel, the eleventh of the Centaur Bibliographies. 350 copies at \$3.50. Philadelphia, Pa.



This title-page reflects the nature of the contents

FREDERICK C. CHABOT (Naylor Printing Co., San Antonio, Texas)

Excerpts from the Memorias for the History of the Province of Texas, by

SCORING SYSTEMS

for FLOWERS
& GARDENS

Collected by
Hillsborough Garden Club
Decorations by Frank Gregory



Printed by Helen Gentry for
HILLSBOROUGH GARDEN CLUB
1932

A delightful title-page from a delightful book

Padre Fray Juan Augustin de Morfi, translated and annotated by Frederick C. Chabot, with a prolog, appendix and notes by the translator. Bound in imitation leather, with ties. By subscription.

CHARLES F. HEARTMAN

A Bibliographical Check-list of First Editions of Edgar Allan Poe compiled by Charles F. Heartman and Kenneth Rede, page size 5 x 8 1/8, 68 pages, 240 copies at \$2.10. Metuchen, New Jersey.

HILLSBOROUGH GARDEN CLUB (Helen Gentry, San Francisco)

Scoring Systems for Flowers and Gardens, collected by the Hillsborough Garden Club, with decorations by Frank Gregory. Page size 3 5/8 x 5 1/4. Bound in decorated boards. 500 copies at \$1.50.

LIMITED EDITIONS CLUB (Pynson Printers).

South Wind, by Norman Douglas, with a new introduction by Carl van Doren, designed by Elmer Adler, with 80 illustrations by Carlotta Petrina, printed on rag paper imported from Fabriano, Italy, set in Bruce Rogers Centaur type, bound in coarse linen with black leather label stamped in gold. 1500 copies to members only.

WILLIAM FARQUHAR PAYSON (Stratford Press).

The Lake Gun, by James Fenimore Cooper, with an introduction by Robert E. Spiller, designed by Fritz Peters, printed in Linotype Baskerville on Worthy Rag Vellum and bound in marbled boards. 450 copies at \$6.

RANDOM HOUSE (Rogers, Kellogg, Stilson Co.)

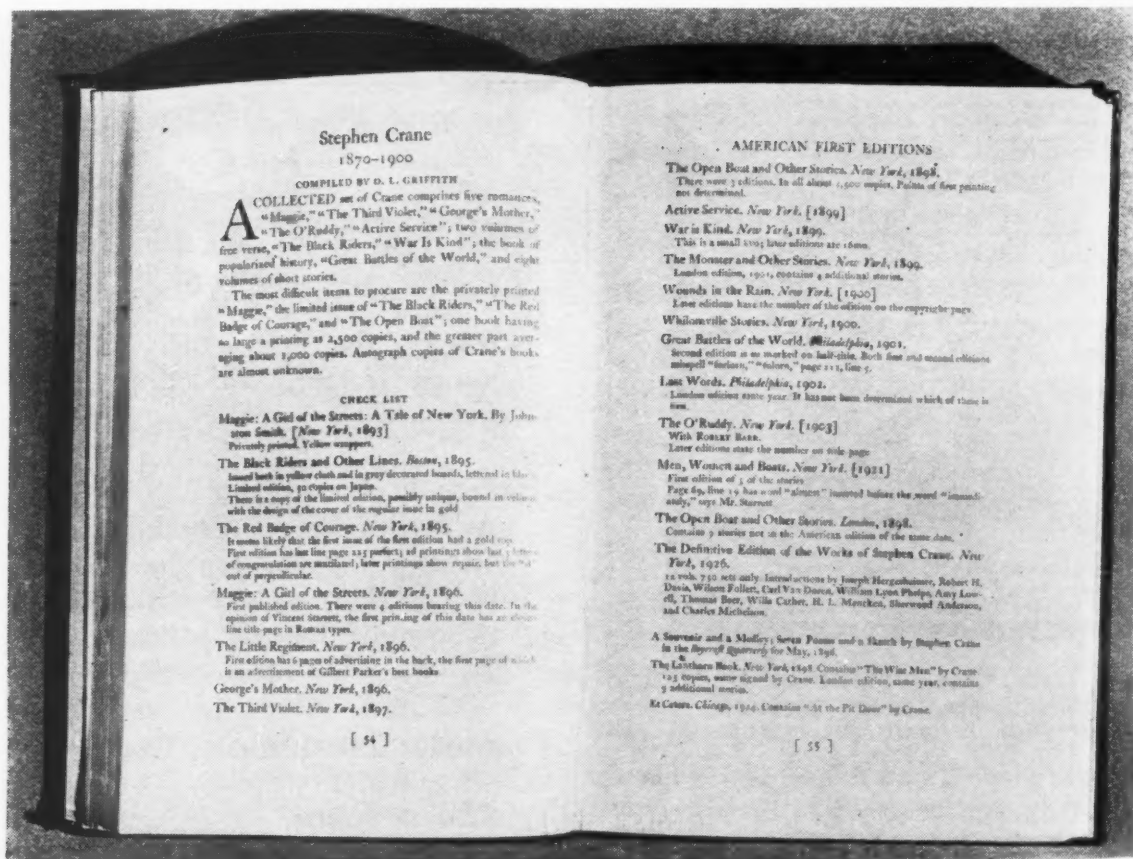
George Gershwin Song Book, 18 popular songs, illustrated by Alajalov, bound in full blue leather. 300 copies at \$20 signed by composer and illustrator.

New Brown University Series

MONOGRAPHS OF A LEARNED character will make up a new series of publications put out by Brown University, to be known as *Brown University Studies*. The first monograph in the series is Professor C. A. Robinson, Jr.'s "The Ephemerides of Alexander's Expedition," a reconstruction of the diaries of Alexander the Great, which throws new light on his expedition through Asia Minor, Egypt, Central Asia and India, during the years 334-323 B.C. It will sell for \$3.

The Man-U-Save Methods of Preserving Manuscripts

IN THE APRIL 16TH *Publishers' Weekly* we printed an article outlining the new system devised by Dr. Pleasants, Jr., of preserving old manuscripts and letters. The system met with unqualified approval by several of the most famous museums and historical societies. Gaylord Bros. of 155 Gifford Street, Syracuse, New York, are the distributors.



Coming in September—a new revised edition of *American First Editions*, edited by Merle Johnson, whose book in 1928, as pictured above, gave immediate and widespread stimulus to book collecting. The *Freneau Bibliography* on the page opposite is part of the large quantity of new material.

American First Editions

Edited by Merle Johnson

PHILIP FRENEAU (1752-1832)

FRENEAU WAS PRINTER, publisher, two Revolutionary period he wrote crude and editions of his books being from his own mordant rhymed satires, later becoming press, privateer and poet. During the America's first romantic poet.

"The American Village." *New York*, 1772.

"A Poem on the Rising Glory of America." *Philadelphia*, 1772.

Anon. With H. H. Brackenridge.

"American Liberty." *New York*, 1775.

Anon.

"A Voyage to Boston." *New York* [1775].

Anon. Also a later issue dated Philadelphia, 1775.

"General Gage's Confession." [*New York*], 1775.

Anon.

"The British Prison-Ship: A Poem." *Philadelphia*, 1781.

Anon.

"The Poems of Philip Freneau." *Philadelphia*, 1786.

Probable first state is on heavy paper with p. 257 unnumbered.

"A Journal from Philadelphia to New York." *Philadelphia*, 1787.

Anon. "By Robert Slender, Stocking Weaver." Re-issued with revisions, Philadelphia, 1809.

"The Miscellaneous Works of Mr. Philip Freneau." *Philadelphia*, 1788.

"The Village Merchant." *Philadelphia*, 1794.

Anon. Some copies noted with p. 7 unnumbered.

"Poems Written Between the Year 1768 & 1794." *Monmouth*, 1795.

Copies noted with last line of text missing. Also copies with faulty pagination.

"Letters on Various Interesting and Important Subjects." *Philadelphia*, 1799.

"By Robert Slender, O.S.M."

"Poems." *Philadelphia*, 1809.

2 vols. With Added material.

"A Collection of Poems." *New York* [1815].

2 vols.

"Some Account of the Capture of the Ship 'Aurora.'" *New York*, [1899].

There are numerous anonymous items recorded which may or may not be by Freneau. Among these are:

"The Last Words, Dying Speech, and Confession of J—s R—g—n, P—t—r . . . Executed . . . Thirteenth April, 1775, [N.P. N.D.].

"Tom Gage's Proclamation Versified." *New York*, June 30, 1775.

"General Gage's Soliloquy." *New York*, 1775.

"The Probationary Odes of Jonathan Pindar, Esq." *Philadelphia*, 1796.

"Negara and Altavola." 1797.

Freneau was also the author of several anonymous broadsheets used by certain of the eighteenth century newspapers as New Years' greetings.

"The Travels of Imagination." *Philadelphia*, 1778.

Contains Freneau's "American Independence."

"New Travels Through North America" by Abbé Robin. *Philadelphia*, 1783.

Translated by Freneau.

"The Monmouth Almanac for the Year 1795." *Middletown-Point*, [1794].

Contribution by Freneau.

"The Proceedings of the Huguenot Society of America." 1891.

Contains "Philip Freneau, the Huguenot-Poet of the American Revolution . . ." by Edward F. De Lancey.

"Philip Freneau: The Poet of the Revolution" by Mary S. Austin. *New York*, 1901. Edited by Helen Kearney Vreeland.

"The Political Activity of Philip Freneau" by Samuel E. Forman. *Baltimore*, 1902. Contains a bibliography.

"A Bibliography of the Separate and Collected Works of Philip Freneau" by Victor Hugo Paltstits. *New York*, 1903.

Good Second-Hand Condition

John T. Winterich

THE REPRESENTATIVE of an insurance company waited on a New York bookseller-appraiser a few weeks ago and asked him to determine the value of a Gutenberg Bible. A client some hundreds of miles away, it appeared, wanted to insure a copy for fifty thousand dollars—a conservative figure, even with spot cotton at six cents. The Bible was in two volumes, just as it should be. Regarding its provenance deponent had nothing to say, but he understood it was what the trade would describe as a fine copy.

The appraiser suggested, reasonably, that it would be necessary for him to inspect the book before he could intelligently appraise it. The insurance company's representative held this to be sound sense, but added that if the Bible really were worth fifty thousand dollars, it would have to be insured for the trip, so that the appraiser would have to go where the Bible was in order to determine a figure at which it might be insured in order for it to be brought to him for appraisal. Which, both agreed, was absurd.

"Well," said the appraiser, "suppose you photograph the first and last pages of each volume and have the photographs sent to me." The insurance representative agreed to the proposal, and the thing was done.

Inspection of the photographs showed that the elaborate illuminations bore a striking resemblance to those on the corresponding pages in the copy of the Gutenberg Bible in the Königliche Bibliothek in Berlin, which copy, at last reports, was still in the Königliche Bibliothek. But the bookseller-appraiser, as bookseller, recalled that in 1913-14 (fateful years) Insel-Ver-

lag of Leipzig had issued, in an edition of three hundred copies, a notable facsimile of the copy in the Königliche Bibliothek, and that the latest auction quotation for this facsimile was three hundred dollars.

Further correspondence and long-distance investigation brought to light additional evidence. Each volume was in a cardboard case (which was interesting but not conclusive) and each volume was in a dust jacket (which was both interesting and conclusive). The appraiser had read about pink elephants, unicorns, and men whose heads do grow beneath their shoulders, but he had never heard of a Gutenberg Bible in dust jackets.

Regretfully he announced that he could appraise the facsimile at some nominal figure based on its last auction record. The representative of the insurance company accepted the verdict with the best grace in the world and sighs of relief. Then he told the rest of the story. The man who wanted the Bible insured was not its owner, but a friend who had lent the owner seven thousand five hundred dollars with the "Gutenberg Bible" as security.

WITH A NEW SEASON only a few weeks away, this department again expresses its annual hope that so much of the rare-book world as issues catalogs will kindly place thereon not only the year but also the month of issue. Ever and anon the conviction overwhelms us that the struggle nought availeth and we are about to abandon it in favor of anti-vivisection or the nebular hypothesis when presto, some previously adamantine bookman for whom we had abandoned hope falls into line with the docility of a fourth-class postmaster. There

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are some of us who think enough of catalogs to want to preserve them, and a date on the cover is as helpful as the date on a newspaper. Perhaps we aren't supposed to keep the catalogs.

AN UNDERTAKING of paramount importance to booksellers and collectors was initiated in the "Bulletin of the New York Public Library" for June with the publication of Part I of a bibliography of Washington Irving by William E. Langfeld. Mr. Langfeld's researches in this first instalment carry him only through the "Biography of James Lawrence, Esq." (New Brunswick, 1813); the present brief comment, therefore, makes no attempt to give a critical estimate of the detailed value of his effort, though a word on its scope is assuredly in order. Mr. Langfeld will present first a chronological list of Irving's works, to be followed by lists of books edited by Irving or to which he contributed, contributions to periodicals, plays, unpublished works, works ascribed to Irving, translations, illustrated editions, and biographies. Mr. Langfeld hardly overstates the situation when he declares that there is at present no bibliography of Irving "that is extensive and thoroughgoing in its scope." American writers of infinitely more transitory fame have been exhaustively collated; it is perhaps significant of a new and happy trend in collecting that Irving at last appears about to come into his bibliographical own.

DISCUSSION IN THIS department in the May 21st issue of early appearances of "America" included some interesting correspondence that centered around "The Choir, or Union Collection of Church Music" (Boston, 1832), on page 273 of which appeared "America" (signed S. F. Smith) five stanzas strong, including a third stanza which vanished sometime during the next five years and seems never to have been reprinted save perhaps occasionally as a matter of historical and antiquarian interest. The editor of "The Choir"

was the already famous Lowell Mason, who had previously published the "Juvenile Psalmist" (1829) and the "Juvenile Lyre." The source quoted in this department's account assigned the "Lyre" in one place to 1830 and in another to 1832. Obviously one of the dates was wrong—at least one.

The book was issued at least as early as 1831, for William McDevitt writes from the Bret-Mark Book Mart of San Francisco: "'The Juvenile Lyre' cannot be dated 1832, as I have an 1831 edition, publisher's presentation copy to 'Mr. Foster for Mr. Foster's little children.' As Stephen Foster was five years old then, I'd like to think that he was one of the little children—but alas, I fear Pittsburg was then too far from Boston. It happens, however, that 'The Juvenile Lyre' contains apparently the first appearance of 'Mary's Lamb' with music. Musicians tell me it is not the same tune (or absence of tune) as is in use today. The words appeared first in 1830."

Additional interesting data regarding "America" comes from Norman Alexander Hall, who writes from his shop in Newton Centre, Massachusetts: "Mr. William J. Cloues, librarian of the Andover-Newton Theological Seminary, has been making something of a study of S. F. Smith books and manuscripts, not to mention recollections; the author of 'America,' you know, lived here in town. Mr. Cloues wants somebody to tell him why, if the 1831 program was the first printing of the hymn, the last line reads 'Great God, Our King.' This reading is an emendation of 'Our God, Our King,' as in the original manuscript and 'The Choir.'"

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Nash Plans More Californiana

"PORTSMOUTH PLAZA: The Cradle of San Francisco" is the title of a new book which is very important in the history of California, to be issued in October by John Henry Nash. The author is Catherine Coffin Phillips, already known for her "Cornelius Cole: California Pioneer and United States Senator." There will be about 480 pages illustrated throughout in wood-block style by William Wilke. An exhaustive bibliography and index will be included. The text will be hand-set in 16 point Elzevir, specially refitted and recut for Mr. Nash's use.

Leo Hart to Issue Lamb Essay

THE SECOND title in the series of fine limited editions issued by the Printing House of Leo Hart will be Charles Lamb's "A Dissertation Upon Roast Pig" which is now listed for fall publication. The first title was Shakespeare's "Venus and Adonis," with illustrations by Rockwell Kent, which was included in the "Fifty Books" of last year. The Lamb volume will disregard the conventional style of his period and reflect the Oriental portion of the essay, it is announced. Illustrations will be by Wilfred Jones.

The Books They Burned

IN THE NAME of political authority, of ecclesiastical power and of moral standards, books by the hundred have been burned at various times in English history. The detailed story of their destruction has been collected by Dr. Charles Ripley Gillett, Librarian Emeritus of Union Theological Seminary, who was led into making a complete study of this by-path of publishing history by discovery that about 100 of these books that have been burned are represented by a single copy in the McAlpin Collection in the Seminary. His two volumes, entitled "Burned Books," now published by Columbia University Press, cover over 700 pages. The books are studied in various groups such as Heterodox Books, Royalist Books, Socinian Books, each group taken up in historical order from one century to the next.

The book is completely indexed as to sources and as to books that have been burned, and the whole supplies a complete historical record.

Carroll Centenary Exhibition

A LEWIS CARROLL Centenary Exhibition has been opened at Bumpus's, London, under the patronage of H. R. H. the Princess Beatrice. Mrs. Hargreaves spoke at the opening. There are shown two copies of the suppressed 1865 edition, one sent by A. A. Houghton of New York, a copy rebound by Cobden Sanderson.

The interest in the Alcott centenary is growing rapidly and is likely to reach, by November 29th, very considerable proportions. Besides the incentive this will give to reread all the Alcott books, it is sure to increase the reading about all books on Concord that cover in any way the story of the Alcott family.

The Fleuron Continues

HOLROYD REECE is to be the publisher and distributor of the new series of The Fleuron, which is to have its backing from the great Enschede plant in Haarlem and to be edited by J. Van Krimpen of Holland and Henry Carter, well-known authority on bibliographical matters in England.

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Rare Book Notes

Frederick M. Hopkins

THE RARE BOOKTRADE in this city, and, for that matter, generally in this country, is very quiet. One dealer writes us that these are "the dullest times I have seen in thirty years"; another says that "every dealer that I know has a bad attack of depression blues." And yet the situation is not without encouraging features. The rare booktrade is suffering less than most other lines. The value of genuine rarities is being well maintained. The auction season just closed has a fair volume of business and many excellent records to its credit. A great deal of business has been done through catalog sales at fair prices. Collectors are lacking in old time enthusiasm but when the right books are offered, either privately or at public sale, they have found buyers. If collectors are careful in examination, conservative in their appraisals, and are anxious not to make mistakes, this must be expected in these times. Book speculators, apparently, are greatly reduced in numbers; the resources of many old time enthusiastic collectors have been seriously crippled. The demand has been greatly reduced, but the demand is great enough to maintain high prices on the most sought after rarities. The constant stream of new publications published especially for collectors is increasing and finding a market, which indicates a keen interest of a large clientele. Collectors and dealers really have little cause to complain. The rare booktrade was slow to feel the depression, and it will be quick to respond to better times.

A REVISED AND AUGMENTED "Bibliography of the First Editions of Charles Dickens, Their Points and Values," by John C. Eckel, for sale in this country by Maurice Inman, Inc., of this city, is promised for September. In the preparation of this new edition Mr. Eckel has had the invaluable aid of many of the foremost collectors and experts in England and America, and has been privileged to examine

many fine and untouched copies in leading private collections in order to settle many controversial difficulties and points, now finally explained and adjusted. For the first time there is now available a full collation of the back wrappers of all books issued in parts. The importance of this information will be fully appreciated by those who are familiar with the practice of "making up" sets of parts, when no collation was publicly available. Values have been given careful consideration, keeping in view the abnormal inflation of three years ago, and the present much altered situation, out of which have grown possibly more normal values. Enough figures are recorded to aid both buyer and seller. There will be a special large paper edition of 250 copies, and a regular edition of 750 copies.

THE FIRST VOLUME in a new definitive edition of the writings of George Washington, which the Washington Bicentennial Commission plans to issue, has just been printed at the United States Government Printing Office. Before the end of the year the commission expects to have ready eight or nine volumes, and the edition will finally be completed in twenty-five volumes. The editor, John C. Fitzpatrick of the manuscript division of the Library of Congress, prepared the standard edition of Washington's diaries and is an authority on Washington's life. In his introductory note Mr. Fitzpatrick points out that a conservative estimate of the letters and documents written or signed by Washington would place the number at from eight to ten thousand, and of these less than 50 per cent have ever been published. "Few established facts will be greatly disturbed by this comprehensive publication, but the new information about Washington's personality found in hitherto unpublished letters, and bringing those already published into exact textual accord with the originals, discloses how far afield biographers have wandered," writes Mr. Fitzpatrick.

WILLIAM ROBERTS, in his column on book sales in *The London Times*, says: "The result of the sale of the first portion of the Chester Beatty collection of Western manuscripts at Sotheby's rooms on June 7th must have proved a disappointment to those concerned; for several of the items brought sums far below those paid for them on their last appearance in the sales room, while the principal item, the Coetivy Book of Hours, though bid up to £5,000, apparently failed to reach the reserve. Nevertheless, the gross total of the sale, £23,053, to which must be added the £3,500 paid privately for the six leaves from the thirteenth-century English Psalter by W. de Brailes, must be regarded as satisfactory with world finance in its present parlous state."

A RARE ITEM OF AMERICANA. Thomas Hariot's "Briefe and True Report of the New Found Land of Virginia," Frankfurt, 1590, was recently sold at Christie's, in London, for £420. De Ricci records twelve copies of which five only are in private hands. In the past twelve years two very fine copies were brought to this country, both bought at Sotheby's, one for £1,400, the other for £1,500. The copy just sold was shorter by a quarter of an inch, lacked plate XIII in the second part and the imprint leaf in the third part, but aside from these imperfections, the general condition was good.

VOL. I OF "A Bibliography of the Writings of George Gordon Noel, Baron Byron, with Letters Illustrating His Life and Work and particularly his Attitude toward Keats," by Thomas J. Wise, the well-known English collector, has just appeared. The initial volume is a crown quarto, with portrait frontispiece and fifty full page facsimiles of title-pages and manuscripts. Vol. II completing the work will be issued at the end of the year. The edition printed by the author will be limited to 180 copies, 130 of which will be for sale.

BEGINNING IN THE FALL, the Limited Editions Club will publish a periodical in book form called *The Dolphin*. It will be edited by Frederick Warde and will be intended for the interest of booklovers and

collectors who care for the technique of fine bookmaking. The first number will be limited to 1,200 copies, 600 of which will be sold in advance subscriptions to members of the Limited Editions Club. The other 600 copies will be reserved for general sale.

ONE OF THE FACTS brought out by John Carter in his book on "Binding Variants," issued on this side of the water by Long & Smith, is that one can even today order from the Oxford University Press a copy of Woide's "Appendix ad Editionem Novi Testamenti Graeci," a folio book which the Press printed in 1799, and get the original sheets, though not the original binding, as the Press has been carrying these in the English bindery for a hundred and thirty-three years.

PAUL DUSCHNES of 507 Fifth Avenue, New York, is finding that the collectors who have been filling out their series of William Faulkner's books are the ones who are equally keen on James Hanley, the author of "Men in Darkness" and "Boy."

Catalogs Received

- A miscellany of scarce books.** (No. 43; Items 329.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.
- American first editions, many inscribed, and association copies, as well as unusual Americana.** (No. 51; Items 132.) William Todd, Mount Carmel, Conn.
- Americana.** (No. 10; Items 596.) Harmanson's Book Store, 916 Gravier St., New Orleans, La.
- Australia, New Zealand, South Seas, America, Canada, Part 1; botany, zoology, agriculture and gardening, part 2; books mainly on India and the East, part 3.** (No. 13; Items 1559.) Henry Cork, 57 Queenswood Road, Forest Hill, London, S. E. 23, England.
- Autograph letters of Rudyard Kipling, first editions of modern authors, proof sheets of works by Bernard Shaw.** (No. 833; Items 347.) Henry Sotheman, Ltd., 43, Piccadilly, London, W. 1, England.
- Autographs.** (No. 15; Items 240.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.
- Books of typographical interest.** (Items 480.) Dulau & Co., Ltd., 32 Old Bond St., London, W. 1, England.
- Books relating to America.** (No. 550; Items 835.) Francis Edwards, Ltd., 83, High St., Marylebone, W. 1, London, England.
- Botanique.** (No. 140; Items 4312.) Hermann & Cie, 6, Rue de la Sorbonne, Paris, France.
- Canadiana and Americana.** (Items 617.) A. H. O'Brien, 9 Stibbard Ave., Toronto, Canada.
- Fiction and miscellaneous books.** H. R. Hunting Co., Springfield, Mass.
- Fine bindings, association items, first editions, etc.** (No. 415; Items 177.) G. A. Van Noddall, Maple, Wis.
- Second-hand books on the history and geography, etc., of the Orient.** (No. 17.) Luzac & Co., 46, Great Russell St., London, W. C. 1, England.
- Skandinavien, Daenemark, Schweden, Norwegen, Schleswig-Holstein, Polarlaender.** (No. 6; Items 94.) Heinrich Tiedemann, Unter Den Linden 12, Berlin, W. 8, Germany.
- Strange books and curious titles.** (No. 574; Items 442.) Maggs Bros., 34 Conduit St., London, W. 1, England.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Anderson, Bernice G.

Topsy Turvy and the tin clown. 78p. il. (pt. col.) sq. O [c.'32] Chic., Rand McNally \$1

Another story about Topsy Turvy the black-stocking doll, told for small children.

Armstrong, Edith Mason

The Mason children. 202p. il. D [c.'32] Chic., Rand McNally \$1.75

A story of the summer vacation of a family of thirteen children on a Wisconsin farm. For children from 7 to 12.

Bailey, Alice A.

From intellect to intuition; a practical book of meditation. 312p. D '32 N. Y., Lucis Pub. Co. fab., \$2

Balmer, Edwin, and Wylie, Philip

Five fatal words. 305p. D '32, c. '31, '32 N. Y., Long & Smith \$2

Melicent Waring answers an advertisement and finds herself in a strange household where deaths occur suddenly, without apparent cause.

Bandel, Eugene

Frontier life in the army, 1854-1861; tr. [from the German] by Olga Bandel and Richard Jente; ed. by Ralph P. Bieber; lim. ed. 330p. (bibl. footnotes) il., maps O (South-west historical ser. 2) '32 Glendale, Cal., A. H. Clark Co. \$6

Baskerville, Mary

The big show. 44p. il. (col.) sq. O [c.'32] Chic., Rand McNally 75 c.

A story of the circus for young children.

Beeding, Francis, pseud. [John Leslie Palmer and Hilary Aidan St. George Saunders]

Murder intended. 297p. D c. Bost., Little, Brown \$2

The death of old Aunt Agatha means the division of her fortune among her relatives, but a niece and nephew die tragically after an annual family dinner at which methods of disposing of Aunt Agatha were discussed.

Bildersee, Dorothy

Teaching the primary grades. 351p. (bibls.) D (Appleton ser. in special methods) [c.'32] N. Y., Appleton \$2

Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]

Rocking Arrow. 310p. D c. Bost., Little, Brown \$2

Chancey Moore carries a belt-load of gold from Alaska to his ranch only to find problems that gold cannot solve.

Brightman, Edgar Sheffield

Is God a person? 94p. D (Y. M. C. A. Graduate School studies in social and religious engineering) c. N. Y., Ass'n Press \$1.25

A discussion of the personal nature of God and His intimate relations with the world, for the general reader.

Bristow, Gwen, and Manning, Bruce

Two and two make twenty-two. 288p. D '32 N. Y., Mystery League 50 c.

Brown, Wensel Langley

Related mathematics. 290p. S '32 N. Y., Wiley \$2.25

Camp, Frank Bernard

War and peace [verse]. 161p. D '32 Caldwell, Id., Caxton Printers bds., \$1

Campbell, T. J.

The upper Tennessee; comprehending desultory records of river operations in the Tennessee Valley, covering a period of one hundred fifty years. 144p. il. O c. '32 [Knoxville, Tenn.] Author, 555 Hiawassee Ave. \$2

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

Alice in Wonderland; Through the looking-glass; The hunting of the snark. (Black and gold lib.) '32 N. Y., Liveright \$2

Cecil, Mary

Breezy episodes; thirty-one original monologues mirrored from the Bowery to Monte Carlo; preface by John Pollock. 146p. D c. N. Y., S. French \$1.50

Clemmitt, Thomas, jr.

Old Sycamore Church; and some other things. 238p. front. (por.) D c. Balt., Author, Preston Apts. \$2

Reminiscences and essays by an Elder Emeritus, in the First Christian Church of Baltimore.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Cooper, James Fenimore

The last of the Mohicans. 400p. il. Q '32
N. Y., Lim. Eds. Club
half lea., \$10, bxd., to subscribers

Courtenay, F. Dudley, and Brannon, Robert M.

Contract bridge simplified; the official system of contract bridge. 55p. D [c.'32]
N. Y., Bridge Headquarters, 285 Madison Ave.
25 c.

Croy, Homer

The last word [introd. by Charles "Chic" Sale]. 88p. il. S [c.'32] Hollywood, Cal.,
Specialist Pub. Co., 6429 Dix St. bds., \$1

A collection of authentic epitaphs with thirty advance epitaphs by living celebrities. Illustrations by Dean Cornwell, Don Herold, Walt Disney, D. R. Fitzpatrick and Roy James.

Curtis, Lionel

The capital question of China. 341p. (bibl. footnotes) maps (col.) O '32 [N. Y.] Macmillan \$3

A history of China which shows the importance for the entire world of that nation's political problems.

Dickens, Charles

The adventures of Oliver Twist; ed. by Frank W. Pine; rev. by H. Y. Moffett. 647p. (bibl.) il. S (New pocket classics) [c.'18, '32] [N. Y.] Macmillan flex. lea. cl. 60 c.

Dillingham, Elizabeth T.

The rabbit windmill; school ed. 172p. il. (col.) D (Clear-type classics) '32 Phil., Winston 88 c.

Dodd, William Edward

Woodrow Wilson and his work; new and rev. ed. 468p. front. (por.), maps O c.
N. Y., Peter Smith \$3.50

Dossert, Deane

Sound sense for singers. 56p. D [c.'32]
N. Y., J. Fischer & Bro. 80 c.

An essay on voice by a teacher of singing.

Doty, Bennett Jeffries

The legion of the damned; the adventures of Bennett J. Doty in the French Foreign Legion as told by himself. 313p. il. O (Star b'ks) [c.'28] Garden City, N. Y., Garden City Pub. Co. \$1

Dwiggins, William Addison

Towards a reform of the paper currency, particularly in point of its design; lim. numbered ed. 29p. il. Q '32 N. Y., Lim. Eds. Club half lea. \$5.84, to subscribers

Everyman's encyclopaedia; vs. 11 and 12; new and rev. ed. 774p.; 782p. il., maps, diagrs. D [c.'32] N. Y., Dutton \$2.50, ea.
The final volumes. The set is priced at \$30.

Farmer, Cicely

Artemis weds 314p. D c. N. Y., Morrow \$2.50

A story of a fine English girl, Catherine Morefield, and the two men who are in love with her, that presents a cross-section of English life from 1925 to the present.

Firkins, Oscar W.

Man; a character sketch; lim. numbered ed. 32p. D '32 Minneapolis, Harrison & Smith Co. \$1

Frankau, Gilbert

Christopher Strong; a romance. 384p. D [c.'32] N. Y., Dutton \$2.50

Christopher Strong, middle-aged, wealthy and married, suddenly falls in love with a beautiful young aviatrix.

Fraser, Cecil Eaton, and Doriot, George F.

Analyzing our industries. 458p. diagrs. O '32 N. Y., McGraw-Hill \$5

Frazier, Edward Franklin

The free Negro family; a study of family origins before the Civil War. 75p. (3p. bibl.) maps O (Fisk Univ. soc. science ser.) c. Nashville, Fisk Univ. Press \$1

Alma, Sister

Clinical laboratory manual for nurses and technicians. 159p. il., diagrs. D c. St. Louis, C. V. Mosby \$1.75

Amer. Society of Landscape Architects

Colonial gardens; the landscape architecture of George Washington's time. 79p. (4p. bibl.) il., diagrs. Q [c.'32] Wash., D. C., U. S. Geo. Washington Bicentennial Commission pap. apply

Babcock, C. J., and Parker, J. B.

Milk—quality improvement program for 4-H dairy clubs. 20p. (bibl.) il. O (U. S. Dep't of Agri., misc. pub'n no. 146) '32 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap. apply

Baird, Andrew C., D.D.

St. Paul's life and letters. 141p. T (Primers for teachers and senior Bible class students) '32 [N. Y., Scribner] pap. 40 c.

Beach, Walter G.

Oriental crime in California; a study of offenses committed by Orientals in that state 1900-1927. 98p. (bibl. footnotes) O (Univ. ser., Hist., economics, and political science, v. 3, no. 3) c. Stanford Univ., Cal., Stanford Univ. Press \$1.50; pap., \$1

Behar, M. F.

Fundamentals of instrumentation; pt. 1 of The manual of instrumentation. 122p. (6p. bibl.) il. diagrs. O c. Pittsburgh, Pa., Instruments Pub. Co., 3619 Forbes St. \$2

Benton, Rita

Christmas manger service; adapted from Shorter Bible plays. 13p. D [c.'32] N. Y., Abingdon pap. 25 c.

Betterley, P. D.

Self-insurance, how to survey insurable risks. 12p. O (Insurance ser. 10) c.'32 N. Y., Amer. Management Ass'n pap. 75 c.

Bird, Frederick L.

The management of small municipal lighting plants. 149p. (bibl.) O (Monograph ser. no. 28) c. N. Y., Municipal Administration Service \$1.50; pap., \$1

Castle, W. E., and Sawin, Paul B.

Contributions to the genetics of the domestic rabbit. 62p. (bibl.) il. O (Pub'n no. 427) '32 Wash., D. C., Carnegie Inst. pap. apply

Compton, Charles C.

Insects feeding on truck and garden crops and how to control them. 48p. il. O (Agri. Exp. Sta. circular 391) [c.'32] [Urbana, Ill.] Univ. of Ill. pap. apply

Coulter, Stanley

Pharmacology of the medicinal agents in common use. 254p. nar. T c.'32 Ind., Eli Lilly & Co. flex. lea. cl. 50 c.

Dannenman, P. E.

Pressure vessel and machinery insurance. 11p. O (Insurance ser. 11) c.'32 N. Y., Amer. Management Ass'n pap. 75 c.

Galloway, William Albert

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A history of Yellow Springs Glen which has lately
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Glyn, Mrs. Elinor Sutherland

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Gourmont, Remy de

The natural philosophy of love. (Black and
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Grayson, Theodore J.

Leaders and periods of American finance.
566p. O '32 N. Y., Wiley \$4

Grey, Sir Edward

Speeches on foreign affairs, 1904-1914; comp.
by Paul Knaplund. 327p. O '32 Cambridge,
Mass., Harvard \$3

Grimal, Jules

With Jesus in the priesthood; meditations
for seminarians and priests; tr. from the 6th
French ed. by Gerald Shaughnessy. 596p. D
c. Phil., Dolphin Press \$2.75

Gurian, Waldemar

Bolshevism: theory and practice, tr. [from
the German] by E. I. Watkin. 412p. (bibl.
notes) D '32 [N. Y., Macmillan] \$3

A critical encyclopedia of Bolshevism.

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Dictionary of anonymous and pseudonym-
ous English literature; v. 6; new and enl. ed.
by James Kennedy and others. 449p. Q '32
[N. Y., H. W. Wilson]
buck. \$8.50, sold in set only

Harmon, Austin Morris, ed.

Yale classical studies; v. 3. 208p. (bibl. foot-
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Yale \$2.50

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Community organization in religious educa-
tion. 276p. (2p. bibl.) maps, diagrs. O
(Yale studies in religious educ.) c. New
Haven, Conn., Yale \$2

Deffendall, P. H.

Elementary English work books; bk. 4. 64p. Q
[c.'32] [N. Y.] Macmillan pap. 28 c.

Dewey, John

The place of minor parties in the American scene.
9p. O (Government ser. lecture no. 13) c. [Chic.]
Univ. of Chic. Press pap. apply

Dill, Francis P., comp.

The printer's anthology [verse]. 60p. O [c.'32]
Pittsburgh, Dept. of Printing, Carnegie Inst. of Tech-
nology pap. apply

Everett, Walter Goodnow

The uniqueness of man. 27p. O (Univ. of Cal.
pub'n's phil., v. 16, no. 1) '32 Berkeley, Cal., Univ.
of Cal. Press pap. 30 c.

Hagen, Harry J.

Craft problems and reference book, for building

A presentation of the results of a study of the
co-operative movement for religious education which
was part of a more inclusive investigation conducted
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**Harvard business reports; v. 11, Cases on co-
operative advertising.** 352p. il. O '32
N. Y., McGraw-Hill \$5

Hetherwick, Alexander, D.D.

The Gospel and the African; the Croall Lec-
tures for 1930-1931 on the impact of the Gospel
on a Central African people. 187p. D '32
[N. Y., Scribner] \$1.75

Hill, Dulcie M. Oakley

Back street disciples [fiction and verse].
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The children's lamp; foreword by Grace
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Picture-lessons for children explaining biblical
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The misadventures of a little black boy told for
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Rural sociology; the family-farm institu-
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Hovey, George Rice

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Huneker, James Gibbons

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Curing intestinal troubles by natural methods. 46p.
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[Howard, P. E.]

American fertilizers. 24p. il. O (U. S. Dept. of
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The story of four unfaithful wives, and how their paths crossed when a murder is committed.

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A history of American literature which shows how changes in American culture affected its development.

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Capitalism, cooperation, Communism; a criticism of economic institutions of the day and a remedy for the ills thereof; [introd. by James Peter Warbasse]. 149p. (bibl. footnotes) il., diagr. O [c.'32] Wash., D. C., Ransdell, Inc. \$2

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A novel of the devastating influence of wealth suddenly inherited by individual members of a large middle class family.

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An index to one-act plays; supplement 1924-1931. 432p. O (Useful reference ser. no. 46) c. Bost., F. W. Faxon \$6

An index to seven thousand plays published in books, pamphlets and magazines since 1924.

Lowe, Sir F. Gordon, ed.

Lowe's lawn tennis annual and compendium

[1932]. 509p. il., diagrs. D [n.d.] [N. Y., Scribner] lea. cl. \$1.75

A complete guide to lawn tennis with contributions by well known players, a who's who, dates of tournaments in all countries, and a list of players of the year and an unofficial British ranking.

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With pen and pencil on the frontier in 1851; ed. by Bertha L. Heilbron. 226p. (bibl. footnotes) il. D (Pub'ns of Minn. Hist. Soc., Narratives and documents, v. 1) c. St. Paul, Minnesota Historical Soc. \$2.50

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The first translation of the original records with essays on the trial and the persons involved in the Maid's career by Pierre Champion.

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A series of papers dealing with various aspects of religious education.

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 An historical survey and interpretation of the Jewish race by a professor of Semitic languages and literature at the University of Chicago.

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 History of later Greek literature, A. Wright, F. A. \$4.50 *Macmillan*
 House of vanished splendor. McNally, W. \$2.50 *Putnam*
 House on the cliff, The. Meynell, L. W. \$2 *Lippincott*
 Household Searchlight recipe book, The. Migliario, I. \$2 *Household Magazine*
 Index to one-act plays, An. Logasa, H. \$6 *F. W. Faxon*
 Individual work for individuals. Trumbull, H. C. \$1 *Amer. Tract Soc.*
 Interference. Sherman, H. M. 35 c. *Goldsmith Pub. Co.*
 Ireland. Muirhead, F. \$4 *Macmillan*
 Is God a person? Brightman, E. S. \$1.25 *Ass'n Press*

- Jesuits and education, The. McGucken, W. J. \$4 *Bruce Pub. Co.*
 Jew through the centuries, The. Willett, H. L. \$3 *Willett, Clark & Co.*
 Last of the Mohicans, The. Cooper, J. F. \$10 *Lim. Eds. Club*
 Last word, The. Croy, H. \$1 *Specialist Pub. Co.*
 Leaders and periods of American finance. Grayson, T. J. \$4 *Wiley*
 Legion of the damned, The. Doty, B. J. \$1 *Garden City Pub. Co.*
 Life and death in Sing Sing. Lawes, L. E. \$1 *Garden City Pub. Co.*
 Love's hour. Glyn, E. S. \$2 *Macaulay*
 Lowe's lawn tennis annual and compendium. Lowe, F. G. \$1.75 *Scribner*
 Machete. Merriam, C. \$2 *Southwest Press*
 Make-believe bride, The. Poynter, B. 75 c. *Chelsea House*
 Man; a character sketch. Firkins, O. W. \$1 *Harrison & Smith Co.*
 Mason children, The. Armstrong, E. M. \$1.75 *Rand McNally*
 Matsu. Paris, J. \$2 *Putnam*
 Medieval faith and fable. MacCulloch, J. A. \$4 *Marshall Jones*
 Middle class. Kutner, N. \$2 *Long & Smith*
 Moccasin trail, The. \$1 *Judson Press*
 Murder at midnight. Walling, R. \$2 *Morrow*
 Murder intended. Beeding, F. \$2 *Little, Brown*
 Natural philosophy of love, The. Gourmont, R. de. \$2 *Liveright*
 Nicodemus and his little sister. Hogan, I. \$1 *Dutton*
 Noah and Rabbit. McKay, H. \$1 *Dutton*
 Old Sycamore Church. \$2 *T. Clemmitt*
 Omnipotence, God and the universe. Pfeifer, W. H. \$2 *Meador*
 Out of the storm in China. Lippard, W. B. \$1.50 *Judson Press*
 Painted veils. Huneker, J. G. \$2 *Liveright*
 Plays for the college theatre. Leverton, G. H. \$4 *S. French*
 Pocket dictionary of the German and English language. Wichmann, K. \$1.35 *Dutton*
 Preface to death, A. Rothermell, F. \$2.50 *Little, Brown*
 Princess pro tem. Train, A. C. \$2 *Scribner*
 Professional boys' worker in the Young Men's Christian Association, The. Pence, O. E. \$1.50 *Ass'n Press*
 Pseudolus. Plautus, T. M. \$1.40 *Yale*
 Rabbit windmill, The. Dillingham, E. T. 88 c. *Winston*
 Radix system, The. Robson, V. E. \$1.25 *Lippincott*
 Real Mother Goose, The. Mother Goose. 75 c. *Rand McNally*
 Related mathematics. Brown, W. L. \$2.25 *Wiley*
 Rocking Arrow. Bower, B. M. \$2 *Little, Brown*
 Royce of the Royal Mounted. Moore, A. \$2 *Macaulay*
 Rural sociology. Holmes, R. H. \$3 *McGraw-Hill*
 Schopenhauer. Zimmern, H. \$1.75 *Scribner*
 Scoring systems for flowers and gardens. Hillsborough Garden Club. \$1.50 *Helen Gentry*
 Shudders and thrills. Oppenheim, E. P. \$2.50 *Little, Brown*
 Sound sense for singers. Dossert, D. 80 c. *J. Fischer & Bro.*
 Speeches on foreign affairs, 1904-1914. Grey, E. \$3 *Harvard*
 Stage and the school, The. Ommanney, K. A. \$1.48 *Harper*
 Strange interlude. O'Neill, E. G. \$2 *Liveright*
 Stuart typing. Stuart, E. R. \$1.48 *Heath*
 Teaching the primary grades. Bildersee, D. \$2 *Appleton*
 Tim Chick. Meyer, E. P. 75 c. *Rand McNally*
 Topsy Turvy and the tin clown. Anderson, B. G. \$1 *Rand McNally*
 Towards a reform of the paper currency. Dwiggin, W. A. \$5.84 *Lim. Eds. Club*
 Trial of Jeanne d'Arc, The. \$4 *Gotham House*
 Two and two make twenty-two. Bristow, G. 50 c. *Mystery League*
 Upper Tennessee, The. \$2 *T. J. Campbell*
 War and peace. Camp, F. B. \$1 *Caxton Printers*
 Wild hearts. Roe, V. \$2 *Doubleday*
 Wilson (Woodrow) and his work. Dodd, W. E. \$3.50 *Peter Smith*
 With Jesus in the priesthood. Grimal, J. \$2.75 *Dolphin Press*
 With pen and pencil on the frontier in 1851. Mayer, F. B. \$2.50 *Minnesota Historical Soc.*
 Yale classical studies, v. 3. Harmon, A. M. \$2.50 *Yale*
 You fight for treasure! Stackpole, E. A. \$2 *Morrow*
 Younger sister. Norris, K. T. \$2 *Doubleday*

The New "Advance Listing" Service

aids book promotion

aids book selection

The list of books following represents the third appearance of this new Service to bookstores—a Service of *interest* to every bookseller—of *special value* to the bookstores which use the promotional media—BOOKS OF THE MONTH and WHAT TO READ IN BOOKS. Next month THE BOOK REVIEW will be added.

This record is appearing in the second issue of each month in the PUBLISHERS' WEEKLY. It lists books that have been selected for promotion the *following month* in the bookselling publications mentioned above.

The way in which books are chosen for this list, and the practical use to which it can be put, emphasize the value of this listing to booksellers:

Selecting the Titles

The titles shown in this list—and therefore chosen for promotion in BOOKS OF THE MONTH and WHAT TO READ—are selected by Bowker publication editors and checked by their publishers as books likely to win general distribution.

Advance Notice—to Aid Book Selection and Promotion

This list of selected titles is of special aid to the bookstore because it will appear in the PUBLISHERS' WEEKLY during the *month before* these books are featured in BOOKS OF THE MONTH and WHAT TO READ IN BOOKS. Thus the bookstore receives definite information, *well in advance*, about a group of books carefully selected for interest and merit. This information aids the bookseller's own judgment in selecting books which are worthy of promotion—helps both in book purchasing and in sales planning. The list is classified so as to help the dealer follow up his special customer interests.

Obviously, this new Advance Listing Service greatly increases the value of BOOKS OF THE MONTH and WHAT TO READ IN BOOKS to all bookstores using them. Also, it makes these bookselling publications still more profitable, more worthy of consideration by bookstores not using them now. With the next issue THE BOOK REVIEW will be added to the group.

If you are not using these low-cost bookselling media write for complete details.

R. R. BOWKER COMPANY
62 West 45th Street
New York City

New Books Scheduled for Promotion

Titles Which Have Been Selected by the Publishers and by the Editors for Promotion in the August Issues of

BOOKS OF THE MONTH and WHAT TO READ IN BOOKS

Prices and publication dates are subject to change.
Abbreviations used are BOM for Books of the Month and WTR for What to Read in Books.

FICTION

Big Business. By A. S. M. Hutchinson

Complicated comedy of a will and a disappointed heir and seven fat pug dogs. By English humorist whose "Once Aboard the Lugger" has become a classic.

BOM WTR (August 12) Little, Brown, \$2.50

Boyhood and Youth. By Hans Carossa

Awakening of a youth to poetry, sex, love, and responsibility. Companion volume to "A Childhood" which was recently published.

BOM (July 29) Brewer, \$2.50

The Broom Squires. By Eden Phillpotts

Love story of a yeoman farmer's daughter and a gypsy. Authentic picture of English gypsy life. By the author of "Stormbury" and "A Clue From the Stars."

BOM (August 2) Macmillan, \$2

The Charming Sally. By Maud Hart Lovelace

Story of strolling players in Colonial America. Romance of two frustrated lovers who ultimately find happiness. Author of "Petticoat Court."

WTR (August 18) John Day, \$2

City of Encounters. By Thomas Burke

Series of dramatic and amusing encounters which produce a picture of London. Author of "Limehouse Nights" and "The Flower of Life."

BOM (August 12) Little, Brown, \$2.50

Dead Hands Reaching. By Marion Scott

Murder mystery set in a drowsy country town. Many suspects and several killings. Leading character is a famous actress.

BOM (July 26) Macmillan, \$2

Family Circle. By Andre Maurois

Novel of the heart and character of a modern woman in a small French town. Author's biographies of Shelley, Disraeli and Byron have been best sellers.

BOM WTR (August 5) Appleton, \$2.50

Faraway. By J. B. Priestley

Story of a quest half way round the world. Backgrounds of provincial England, New York, San Francisco and Tahiti. Many characters. Author of "Angel Pavement" and "The Good Companions."

BOM WTR (July 29) Harper, \$2.75

The Gap in the Curtain. By John Buchan

Group of English people know the events of the future and their knowledge shapes their lives. Dependable English writer. Has not been serialized in United States.

BOM (July 24) Houghton, \$2.50

The Good Shepherd. By John Rathbone Oliver

Novel of an American surgeon who in healing others healed himself. Setting Austrian Tyrol. Formerly published under pseudonym of John Roland, now completely revised. Author of "Victim and Victor."

BOM (July 11) Stokes, \$2

The Green Knife. By Anthony Wynne

New Dr. Hailey detective story. Sir Dyce Chalfont is found dead with a green-handled knife in his hand. Murder or suicide?

WTR (July 28) Lippincott, \$2

Head Tide. By Joseph C. Lincoln

Story of village politics and a young man's fight to keep his newspaper straight. Cape Cod setting. Human interest and humor. Romance.

BOM WTR (July 29) Appleton, \$2.50

Home Is the Sailor. By Ruth Blodgett

Romance of a district nurse and a young country doctor. Background of old Maine seacoast town where atmosphere of adventure still lingers.

BOM WTR (July 21) Harcourt, \$2

House of Vanished Splendor. By William McNally

Story of the strange fortunes of John Knott and his family. Setting is large estate beside the Upper Mississippi. Novel covers last fifty years.

WTR (July 15) Putnam, \$2.50

The Indifferent Ones. By Alberto Moravia

Novel of the moral disintegration of an Italian family. Psychological study of strange group. First novel. Had great success in Italy.

BOM (August 1) Dutton, \$2.50

Isabel. By Gerald Gould

Story of a beautiful woman who gave herself to any man who really needed her. Background of London literary world. By leading English critic.

BOM (July 1) Brewer, \$2

Jungle Jest. By Talbot Mundy

Murder, rapine and sudden death in the jungles of India when the Moplahs rose against the Hindus and the British rule. Author of "Jimgrim."

BOM (July 19) Century, \$2

Keeper of the Keys. By Earl Derr Biggers

New Charlie Chan mystery story. Scene laid at Lake Tahoe and Reno. Humor and characterizations. Author of "Charlie Chan Carries On."

WTR (July 26) Bobbs-Merrill, \$2

Kismet in Kenya. By Florence Riddell

Strange collection of relatives are made exiles on the edge of the African frontier by the terms of James Stanhope's will, and discover new life there.

WTR (August 4) Lippincott, \$2

Lark Ascending. By Mazo de la Roche

Young widow leaves her Massachusetts fishing-village home and falls in love with a young nobleman in Sicily. By the author of "Jalna" but not a "Jalna" story.

BOM WTR (August 12) Little, Brown, \$2.50

Little Girl Lost. By Temple Bailey

Romance of Janney and Araminta whose love overcame all difficulties and brought them happiness. By the author of many best sellers.

BOM WTR (July 22) Penn, \$2

Love's Hour. By Elinor Glyn

First novel in many years by the author of "Three Weeks." Love of Hungarian nobleman and upper class English woman. Setting is Budapest.

BOM WTR (July 15) Macaulay, \$2

Mad Sir Peter. By Frank Dilot

Dashing romance of the days of Jacobite plots and counterplots. Important historical personages play a part. Duels, abductions, swordplay.

BOM (August 9) **Macmillan**, \$2

The Match King. By Einar Thorvaldson

Novel of financial folly and disaster and the unselfish love of a woman. Paul Kroll sacrifices men and women to his ambitions and ends his own life when his Colossus falls.

WTR (July 8) **Macaulay**, \$2

Mrs. Green's Daughter-in-Law. By Nelia Gardner White

Poignant novel of love and marriage. Action takes place during a summer month in the country. Characterization of an understanding mother. Author of "Hathaway House."

BOM WTR (July 11) **Stokes**, \$2

The Mystery of Tumbling Reef. By Beatrice Grimshaw

Shipwreck, murder, cannibal pirates, sapphires and a beautiful girl are the elements in this mystery which is laid on a South Sea Island.

WTR (July 24) **Houghton**, \$2

Night Flight. By Antoine de Saint-Exupery

Story of dauntless airmen who forged a new airway in South America. The 1931 Prix Femina Novel. Author a distinguished pilot. Preface by Andre Gide.

WTR (August 2) **Century**, \$1.75

No More Orchids. By Grace Perkins

Unusual American girl struggles to regain her position and clear her family's honor after the loss of her fortune. Author of "Ex-Mistress."

WTR (July 22) **Covici-Friede**, \$2

Obscure Destinies. By Willa Cather

Three new stories by the author of "Shadows on the Rock." Laid in the western scene of her earlier novels which first gained her reputation.

BOM WTR (August 1) **Knopf**, \$2.50

Pigeon Irish. By Francis Stuart

Novel of two men and two women who fight for an Irish Republic of the future. Action covers three days. Theme of mysticism opposed to rationalism.

BOM WTR **Macmillan**, \$2

Princess Pro Tem. By Arthur Train

Romance of an American girl who is a Balkan princess. International intrigue and romance. By the author of many good sellers.

BOM WTR (July 15) **Scribner**, \$2

Ramona. By Helen Hunt Jackson

Gift edition of an American classic of Spanish and Indian life in California. Illustrations by Herbert M. Stoops.

BOM (August 12) **Little, Brown**, \$3.50

Re-enter Sir John. By Clemence Dane and Helen Simpson

Sir John, idol of the English stage and detective extraordinary, applies his powers of deduction to a new mystery. Authors of "Broome Stages" and "Boomerang" respectively.

BOM WTR (August 4) **Farrar & Rinehart**, \$2

Robbers' Roost. By Zane Grey

Romance laid in setting of author's greatest triumphs—the mountains of Utah. Englishman and his sister start a cattle ranch and run into trouble.

BOM WTR (July 20) **Harper**, \$2

Saint Saturnin. By Jean Schlumberger

Story of a father of a family who nearly ruins the family estate but is saved by the united efforts of his children. Laid in Normandy. Northcliffe Prize winner.

BOM (August 2) **Dodd, Mead**, \$2.50

The Servant of Death. By J. H. Wallis

Mystery in which the murderer is known to the reader from the start. Inspector Jacks again traces the criminal. Author of "Murder by Formula."

BOM WTR (August 1) **Dutton**, \$2

The Sheltered Life. By Ellen Glasgow

Novel of the last famous Southern beauty and the end of romance. Setting is Queensborough, Virginia. Time from 1905 to 1913. Author of "The Romantic Comedians."

WTR (August 3) **Doubleday**, \$2.50

Shortgrass. By Hal G. Evarts

Action, romance and tense drama in a story of the west when cattle men were pushed out of their grazing ranges by the army of homesteaders.

BOM WTR (August 12) **Little, Brown**, \$2

Six A.M. By Maxwell Bodenheim

Sixteen hours in the lives of a motley crowd who live in a shady Broadway hotel. By the author of "Run, Sheep, Run."

WTR (July 7) **Liveright**, \$2

That Girl from New York. By Allene Corliss

Love story with theme of conflict between the New York and the small town point of view. Author of "Marry for Love" which sold 4,500 copies.

BOM WTR (August 4) **Farrar & Rinehart**, \$2

Twin Lights. By Sara Ware Bassett

Two love stories of the past and one of the present interweave is a story of two spinsters living in a Cape Cod cottage. New England background.

BOM (August 19) **Penn**, \$2

Uncharted Seas. By Emilie Loring

Romance of the turf world set in a charming countryside. Humor and complications which come near to tragedy. Author of "Fair Tomorrow."

BOM (August 26) **Penn**, \$2

Wings of Hope. By Hilda Mauck

Joys and sorrows of an ordinary young couple in Kansas City. Problems of a working wife and love without money. First novel.

WTR (July 11) **Kendall**, \$2.50

A Woman of the Shee. By Donn Byrne

Author of "Messer Marco Polo" planned this volume of romantic short stories before he died. Perhaps the last volume of new material to be published.

BOM (July 19) **Century**, \$2

GENERAL LITERATURE

Are You a Genius? By Robert A. Streeter, and Robert G. Hoehn

Intelligence tests for the alert mind. Humorous slant and scores of many notables. Foreword by H. I. Phillips. Good entertainment for parties.

BOM (July 25) **Stokes**, \$1

Beware of Imitations. By A. E. Brown and H. A. Jeffcott, Jr.

Fifty-seven reproductions of actual patents registered in the United States Patent Office.

BOM **Viking**, \$1

Bridge Food for Bridge Fans. By Della Thompson Lutes

Book of menus for bridge parties by an expert on home economics. Humorous style in bridge language.

BOM **M. Barrows**, \$1.25

Champion Cross-word Puzzle Book. By J. Van Cleft Cooper

One hundred new brain-teasers by the World's Cross-Word Puzzle Champion. Article on how to solve them. List of words hard to find.

BOM **Winston**, \$1

The Fastest Human. By Charles W. Paddock
Inside story of contemporary sports told by greatest track athlete of our time. Action photographs. Dietary instructions. Charts of important track records.
BOM (July 20) Nelson, \$2

Hindoo Holiday. By J. R. Ackerley
Journal of a young Englishman who tutored the two-months-old child of the Maharajah. Authentic picture of incongruous and slightly mad Indian court. Highly praised in England.
BOM WTR (July 8) Viking, \$2.50

I Have No Regrets. By Lieut. Bringolf
Candid confessions of a soldier of fortune and gentleman crook. Adventures in Europe and the Argentine. Analysis of dual character. Edited by Blaise Cendrars.
BOM (August 5) Dutton, \$3.50

Kosmos. By Willem de Sitter
Popular work on our present knowledge of the universe and theories of its structure by great astronomer. Answers many questions about the coming eclipse.
BOM Harvard, \$1.75

Lady Caroline Lamb. By Elizabeth Jenkins
First biography of Lord Melbourne's wife. Portrait of eccentric, mischievous woman who was a friend of Byron and Bulwer-Lytton.
BOM (August 12) Little, Brown, \$2.75

Mary Wollstonecraft. By H. R. James
Brief study of the chequered and unconventional life of the founder of the women's rights movement; wife of William Godwin; mother of Shelley's second wife.
BOM Oxford, \$2.50

The Minister and the Teacher. By Walter Scott Athearn
Plea for constructive campaign in Christian education. Discussion of differences between public school methods and problems in religious education.
BOM (July 12) Century, \$2

Our Wonderland of Bureaucracy. By James M. Beck.
Expose of the machinery of government with authentic figures by a member of Congress and former Solicitor-General of the United States.
BOM Macmillan, \$3

Thirty Years in the Golden North. By Jan Welzl
Adventures of a Czech sailor in the Far North where he made a fortune by trading. Descriptions of strange customs and prejudices. Exciting incidents.
BOM WTR Macmillan, \$2.50

Witch's Brewing. By F. W. Boreham
Essays with a religious slant by an Australian author. Humor, fact, fancy and whimsy combined.
BOM Abingdon, \$1.75

The following books, already published, will be promoted in a special section of Books of the Month called Down to the Sea in Books.

FICTION

The Black Swan. By Rafael Sabatini
Houghton, \$2

Casuals of the Sea. By William McFee
Modern Library, 95 c.

Lord Jim. By Joseph Conrad
Modern Library, 95 c.

Moby Dick. By Herman Melville
Modern Library, 95 c.

Moby Dick. By Herman Melville
Winston, \$2.50

The Pilot Comes Aboard. By Will Levington Comfort
Dutton, \$2

Post-War Pirate. By Stephen King-Hall
Houghton, \$2

Victory. By Joseph Conrad
Modern Library, 95 c.

GENERAL LITERATURE

Around the World Single-Handed. By Harry Pidgeon
Appleton, \$3

The Atlantic. By Stanley Rogers
Crowell, \$2.75

The Book of Knots, Ties and Splices. By J. T. Burgess
Dutton, \$1

The Book of the Sailing-Ship. By Stanley Rogers
Crowell, \$2.75

The Boy Who Loved the Sea: The story of Captain James Cook. By Mary H. Wade
Appleton, \$1.75

Boys' Book of Canoeing. By Elon Jessup
Dutton, \$2

Boys' Book of Ships. By Charles E. Cartwright
Dutton, \$2

The Complete Yachtsman. By B. Heckstall-Smith
Dutton, \$6

Down to the Sea in Ships. By Irvin Anthony Penn, \$5

From Siam to Suez. By James Saxon Childers
Appleton, \$3

I Cover the Waterfront. By Max Miller
Dutton, \$2

Learning to Sail. By Harold Augustin Calahan
Macmillan, \$3

Magic Portholes. By Helen Follett
Macmillan, \$2.50

Men on the Horizon. By Guy Murchie, jr.
Houghton, \$3

Nelson: Man and Admiral. By F. M. Kircheisen
Duffield, \$3.75

The Ocean and Its Mysteries. By A. Hyatt Verrill
Duffield, \$1.50

Ocean Racers. By Cicely Fox-Smith
McBride, \$3.50

The Pacific. By Stanley Rogers
Crowell, \$2.75

The Picture Book of Ships. By Peter Gimmage and Helen Craig
Macmillan, \$2.50

Practical Navigation. By Charles H. Cugle
Dutton, \$7

Private Men-of-War. By C. Wye Kendall
McBride, \$3.50

The Romance of the Merchant Ship. By Ellison Hawks
Crowell, \$3

Salt Water Poems and Ballads. By John Masefield
Macmillan, \$2.50

The Sea Lord: Francis Drake. By Aitken Limpus
Macmillan, \$2.25

Sea-Lore. By Stanley Rogers
Crowell, \$2.75

The Ship Book. By Jean Dukelow and Hanson Hart Webster
Houghton, \$2

Small Boat Sailing. By E. F. Knight
Dutton, \$2.50

10,000 Leagues Over the Sea. By William A. Robinson
Brewer, \$3.50

To the South Seas. By Gifford Pinchot
Winston, \$3.50

Whale Off! The story of American shore-whaling. By Everett J. Edwards and Jeannette Edwards Rattray
Stokes, \$3

Wings of the Morning. By Louis Tracy
Winston, \$1

The World's Great Adventure. By Francis Trevelyan Miller
Winston, \$2

The Weekly Book Exchange

How to use "Books Wanted" and "For Sale"

TERMS: Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.

Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin

on a separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

In answering state edition, condition and price including transportation.

Give your name and address.

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BOOKS WANTED

Abbey Books, Box 144, Lorain, Ohio
Buried and Sunken Treasure. No fiction.
Carrington, Panurge, Liseux, and similar books.

Wilkins, c/o Air Law Review, Washington Sq., E., New York
Books, pamphlets and other material on balloons, flying machines and aeronautics.

Alcove Book Shop, 936 Broadway, San Diego, Cal.
Easton Genealogy.
Brinkley. Japan, Its History, Arts, etc.
Audsley & Bowes. Ceramic Art of Japan.
Eberlein. Spanish Interiors, etc.
Sabin. Kit Carson Days.
Sullivan. The Rapids.
Jackson. Ramona. Several, clean, cheap.

American Heraldry Soc., Box 25, G.P.O., N. Y.
History of Montreal. 3 vols. W. H. Atherton.
Clark Pub. Co., Chicago.

Apple Tree Book Shop, 32 Warren St., Concord, N. H.
Ella Wheeler Wilcox. Worlds and I.

Argus Book Shop, 333 S. Dearborn St., Chicago
P. T. Barnum Autobiography. Knopf. 2 vols.
Cather. Shadows on the Rock. 1st ed.
Buck. The Good Earth. 1st ed.
Morley. Ex Libris Carissimis. 1st ed.
Nicolai and Hay. Life of Lincoln. Good second hand set.

Assoc. Students Store, Univ. of Cal., Berkeley, Cal.
International Studio. Vol. 79, nos. 323-328 (Apr.-Sept., 1924. Indexed. Single nos. or bound ed; Vol. 78, any single nos. Oct., 1923-Mar., 1924.

Jos. Baer & Co., Hochstr. 6, Frankfurt a.M., Ger.
Modern Philology. Vol. XI; XII, 1-2;; XVIII.
American X-Ray Journal. 1 to 15. 1897-04.
Americ. Journ. of Progress. Therapeutics. 16 to 19. 1905-6.
Americ. Electrotherapeut. & X-Ray Era. 1, 2.
Service Suggestions. Victor X-Ray Corp. 1-25.
Americ. Journ. of Phys. Therapy, Roentgenol. 1-7.
Bulletin. Univ. of Texas. Studies in English. Nos. 3, 7, 8, 31, 33.
Studies in Class. Philology. Chicago. Vol. 3.

Joe Baer—Continued

Decennial Publications. Chicago. Vol. 5.
Harvard Theol. Review. 1-6.
Journ. of Americ. Pharmaceut. Assoc. Vol. IV, 8.
Wright. Enforcement of Intern. Law.

Baker & Taylor, 55 5th Ave., New York
Abbott. Highways & Byways of the New England Border.
Banks. Black Ivory.
Brawley. Social History of Negro.
Bruce. Economic History of Virginia in the 17th Century.
Canfield. Fellow Captains.
Catherwood. Mackinac and Lake Stories.
Clerghorn. Portraits and Protest.
Cleghorn. The Spinster.
Cole. Whig Party in the South.
Crawford. Social Life in Old New England.
Defoe. Robinson Crusoe. Illus. by Pocock.
Dodd. Jefferson Davis.
Eggleston. Rebels Recollections.
Esmein. History of Continental Criminal Procedure. 2 copies.
Finney. Systematic Theology. 2 vols.
Harper. Janitor's Cat.
Henderson. George Bernard Shaw.
Howells. Venetian Life.
Hyde. The College and the College Women.
Jane's Fighting Ships. 1919 or 1920 ed.
Lancaster. Flying Fish. 2 copies.
Lane. Great Illusion.
Larsen. Quick Sand.
Lee. How to Be Self Supporting at College. 2 ceps.
Lovejoy. Poetry of the Seasons.
McKay. Banjo.
MacKenzie. African Adventures.
MacKenzie. The Women in Shakespeare's Plays.
Meier-Graefe. Tr. by Simmonds. Modern Art.
Melville. The Ancestry of John Whitney.
Palmer. The Value of a College Education.
Phillipotts. The Three Brothers.
Price. Wandering Heroes.
Repplier. Compromises.
Ritchie. Thackeray and His Daughter.
Sedwick. Tante.
Shepperd's What Every Fire Fighter Should Know. 2 copies.
York. College Boys.
Pollack. Grillparzer and the Austrian Drama.
Davis. Three Minute Declarations for College Men.

Books Wanted—Continued

Wm. Ballantyne & Sons, 1421 F St. N.W., Wash., D. C.

Anderson. Triumph of the Egg.
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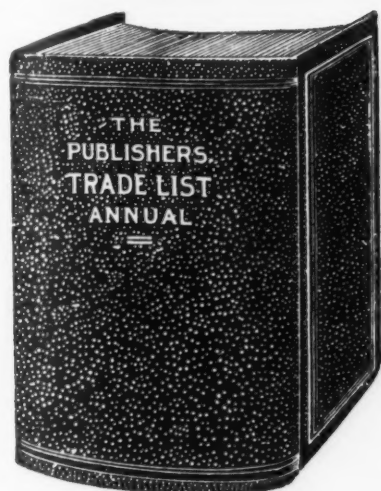
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✿ ✿ ✿ The methods of merchandising used in the United States cannot be applied to carrying American books to foreign markets. V. B. Kaylor, president of International Booksellers, Inc., has described for the *Publishers' Weekly* some of the problems of foreign marketing. Mrs. Kaylor believes

thoroughly in the existence of a foreign market for American books. All that is required to take advantage of it, she says, is the spirit of adventure, a bit of courage and a love of the game. ✿ ✿ ✿

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